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JULY

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Jughead

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PART 1

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THE ROOFERS...THE LANDSCAPERS...

...YADA, YADA! SURE, MOM!

UGH! NOW TO SLEEP THIS COLD OFF!

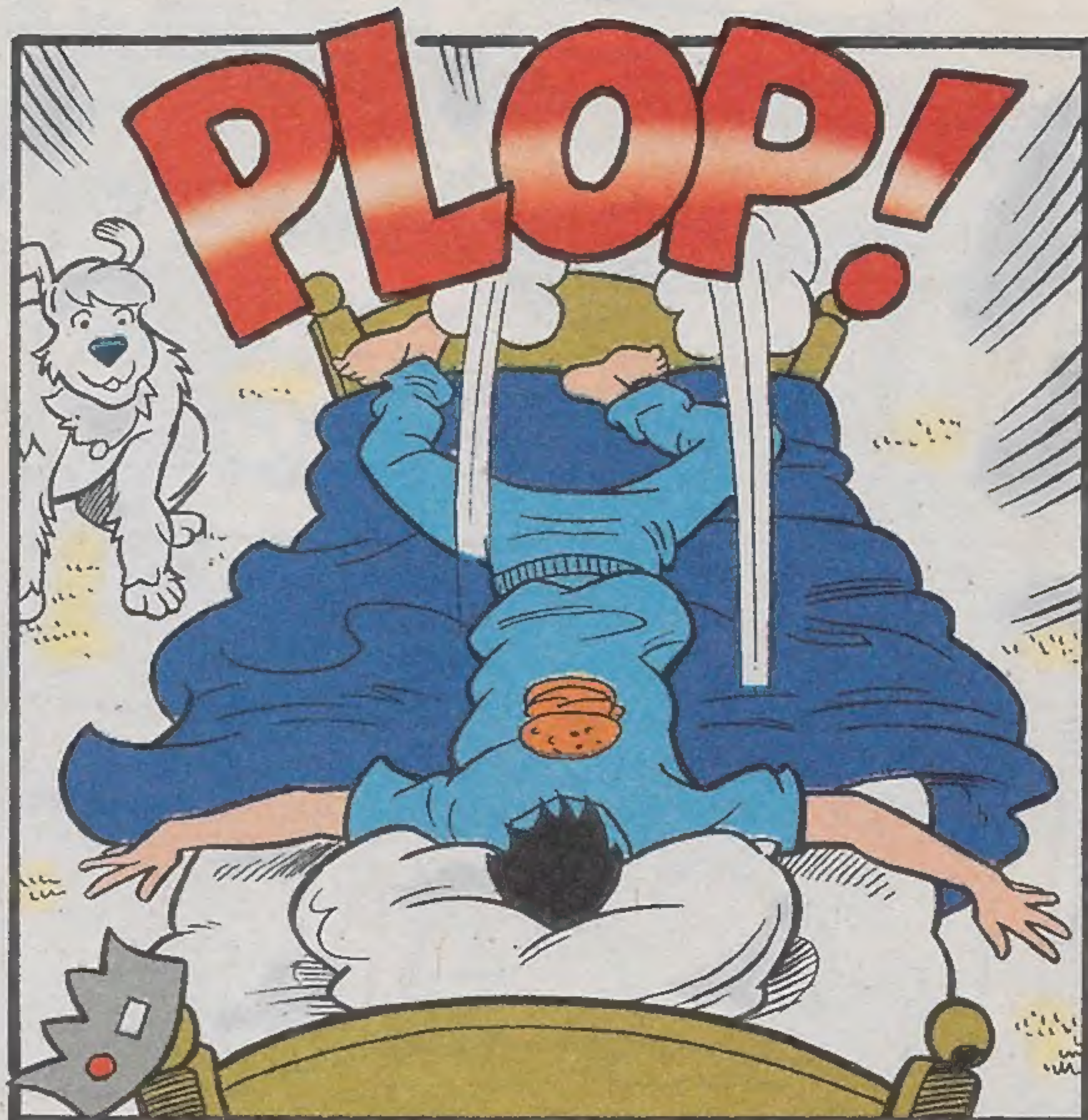
KNOCK KNOCK!

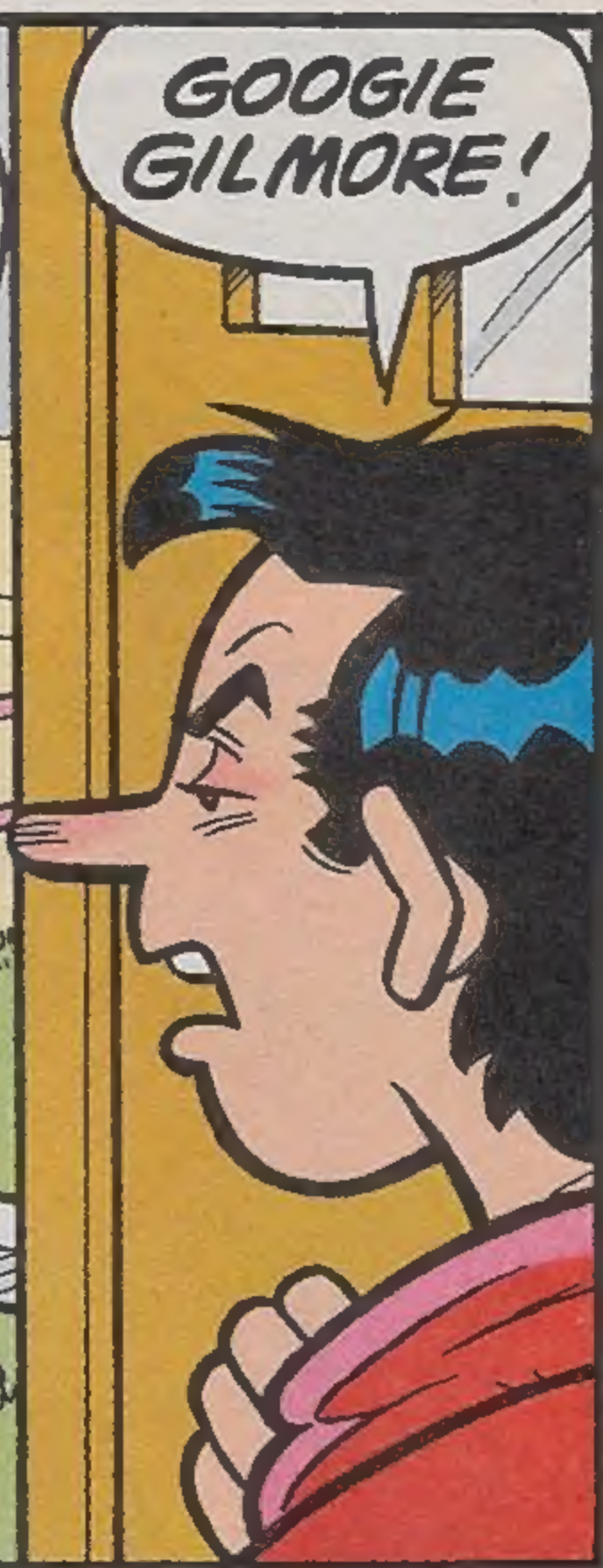
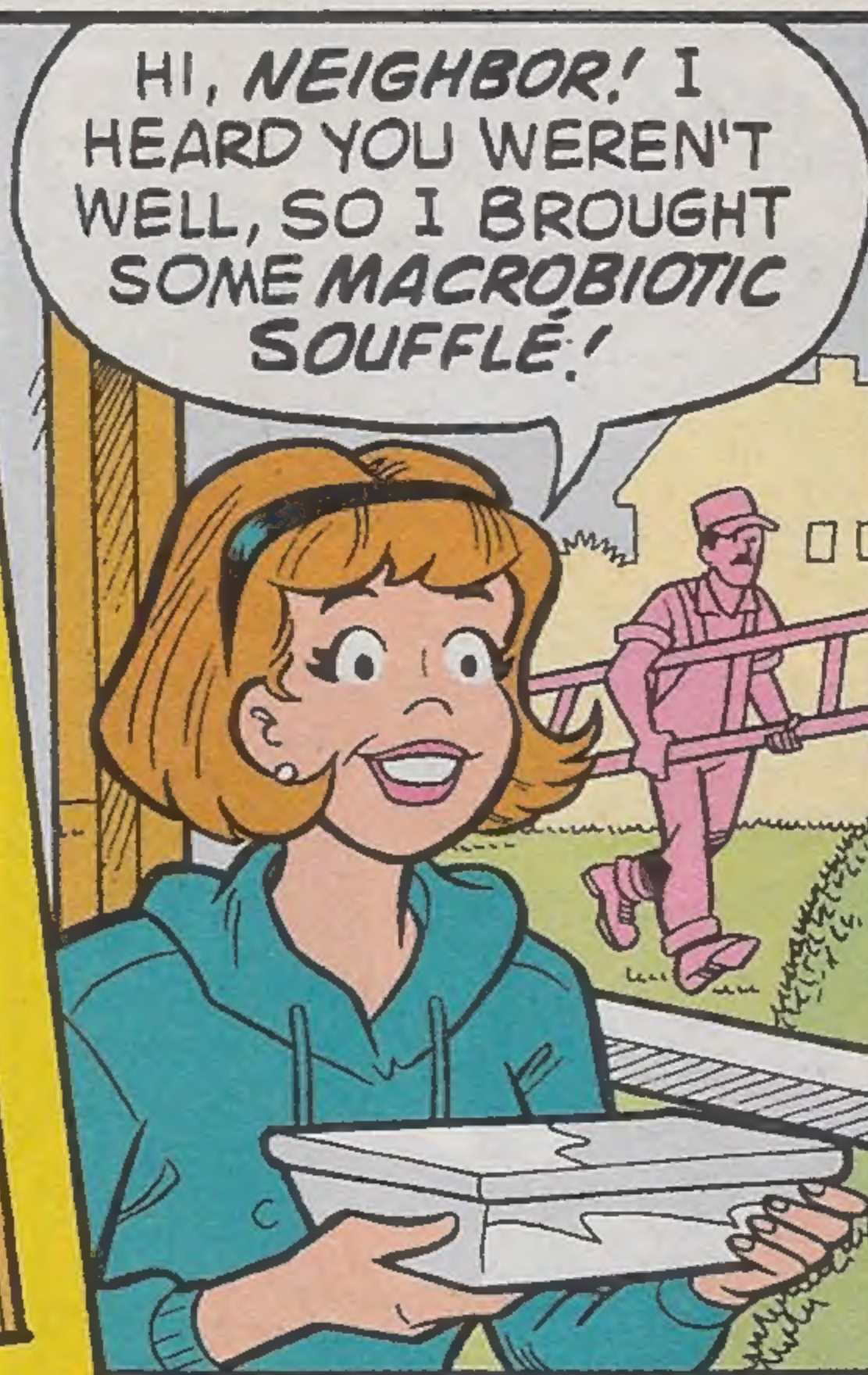
WHAT, ALREADY?

SCRIPT: CRAIG BOLDMAN PENCILS: REX LINDSEY INKING: RICH KOSLOWSKI LETTERING: BILL YOSHIDA COLORING: BARRY GROSSMAN EDITOR: VICTOR GORELICK EDITOR-IN-CHIEF: RICHARD GOLDWATER

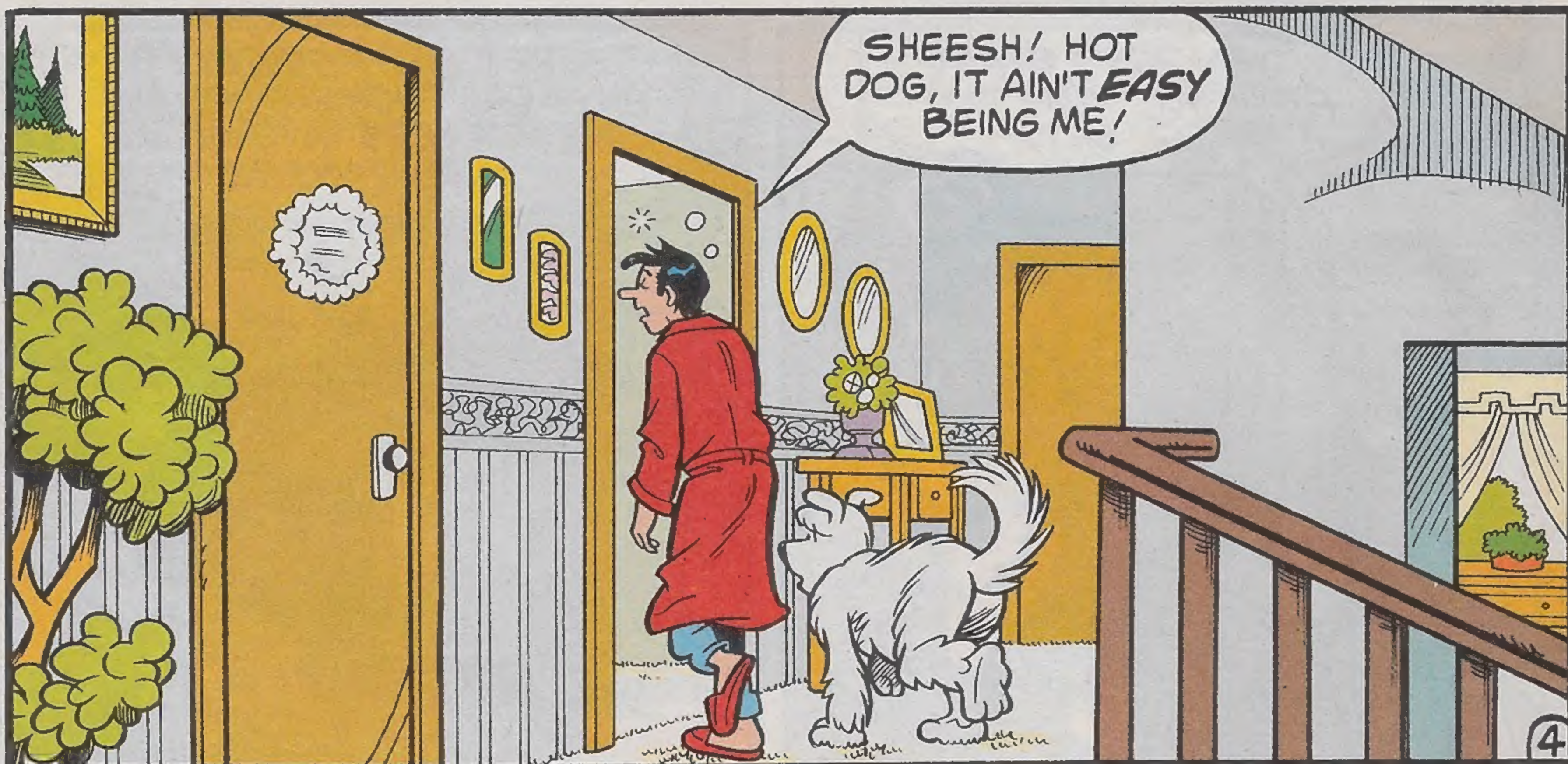
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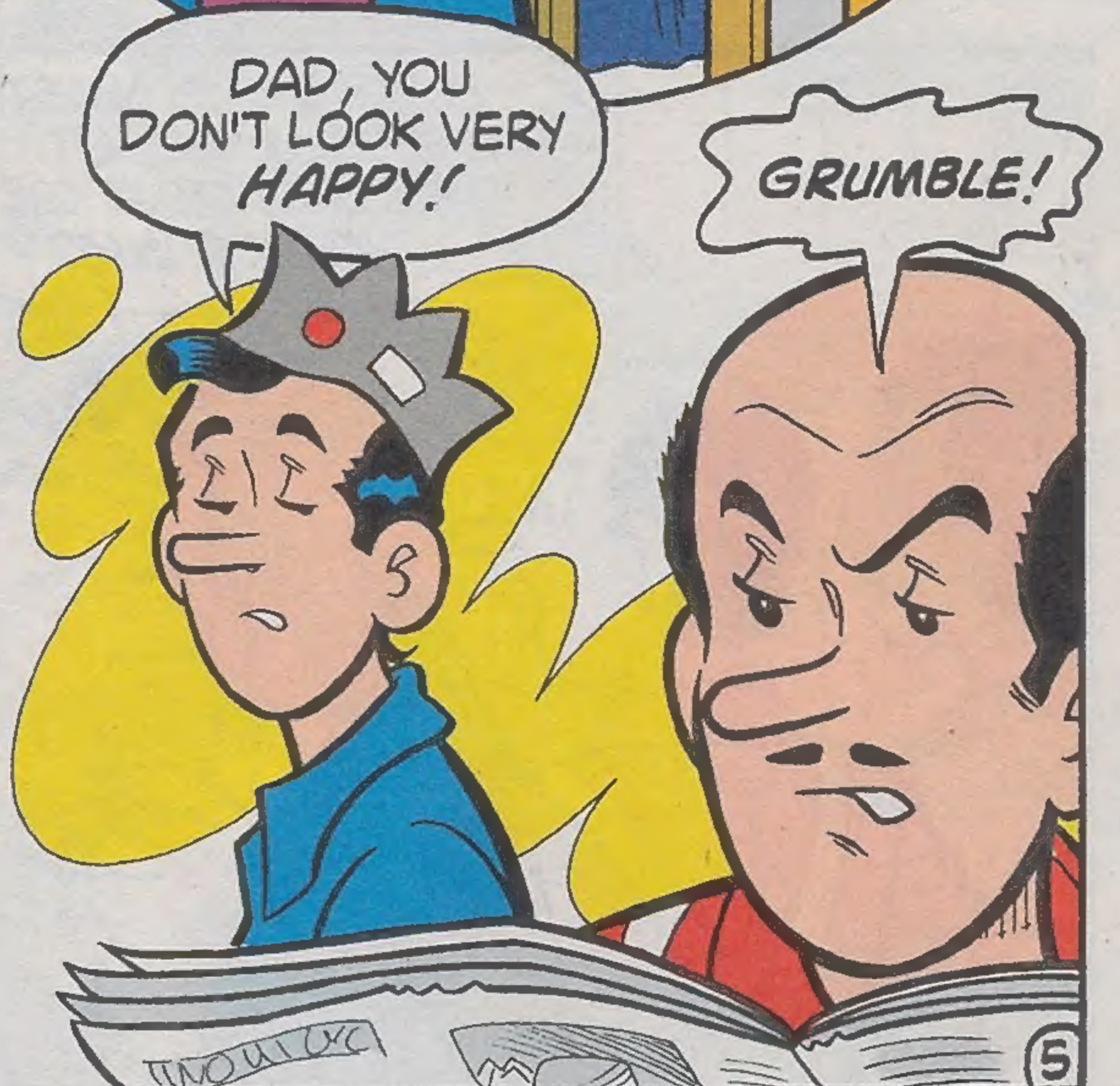
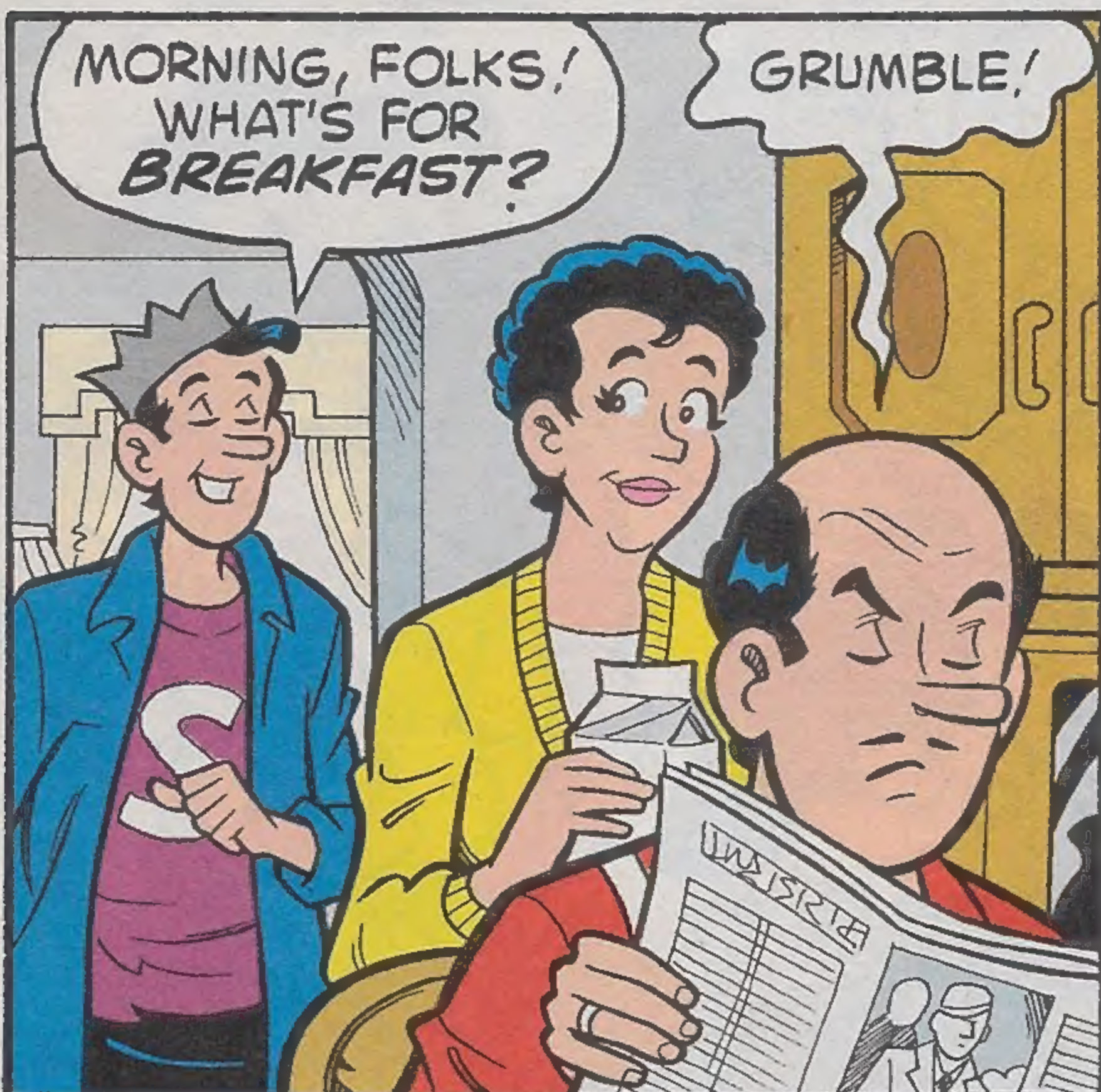


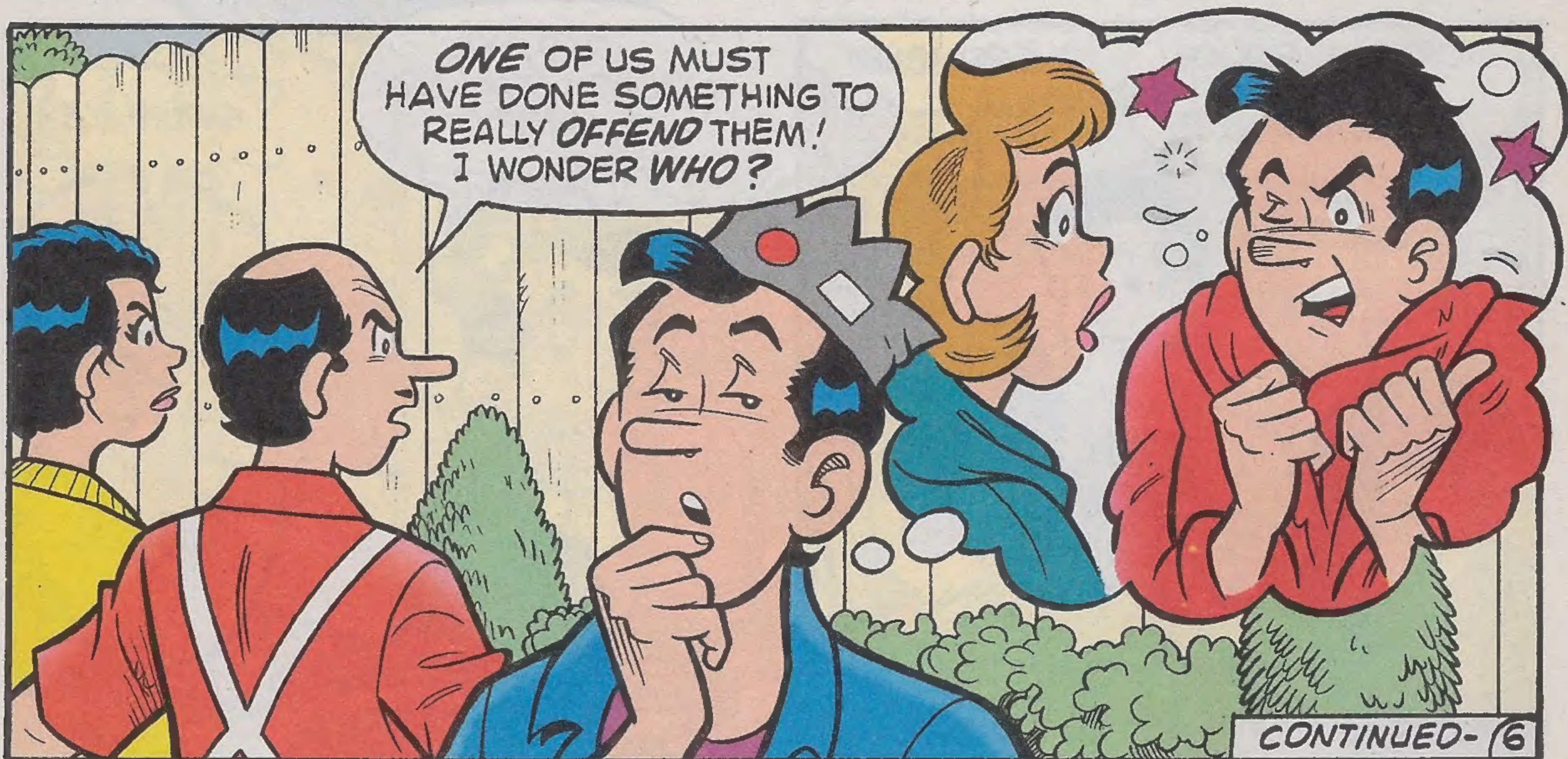
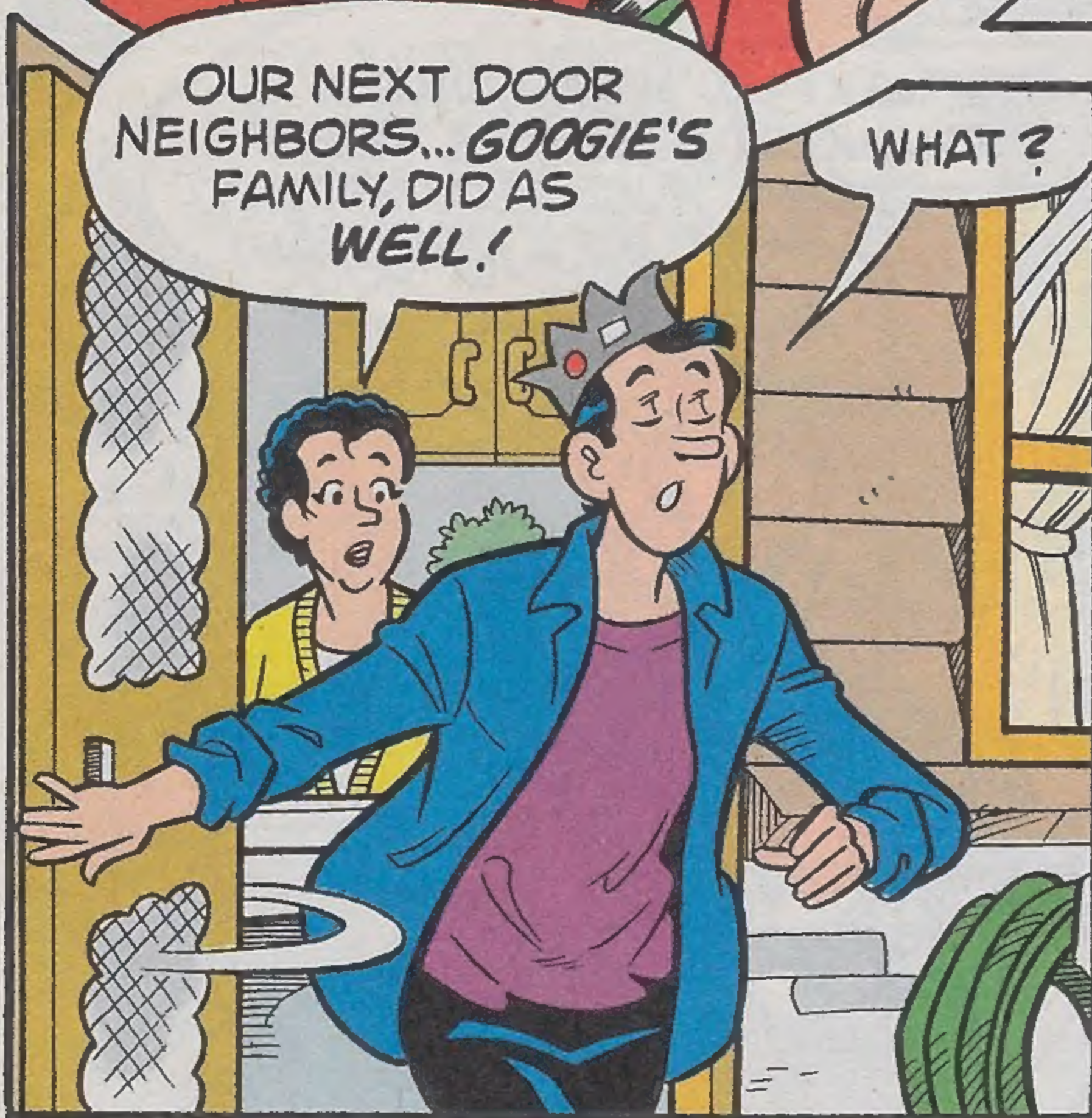




* WE MET GOOGIE IN JUGHEAD # 100







NEW GREAT TASTE MORE GOLDEN COLOR





the I LOVE Archie

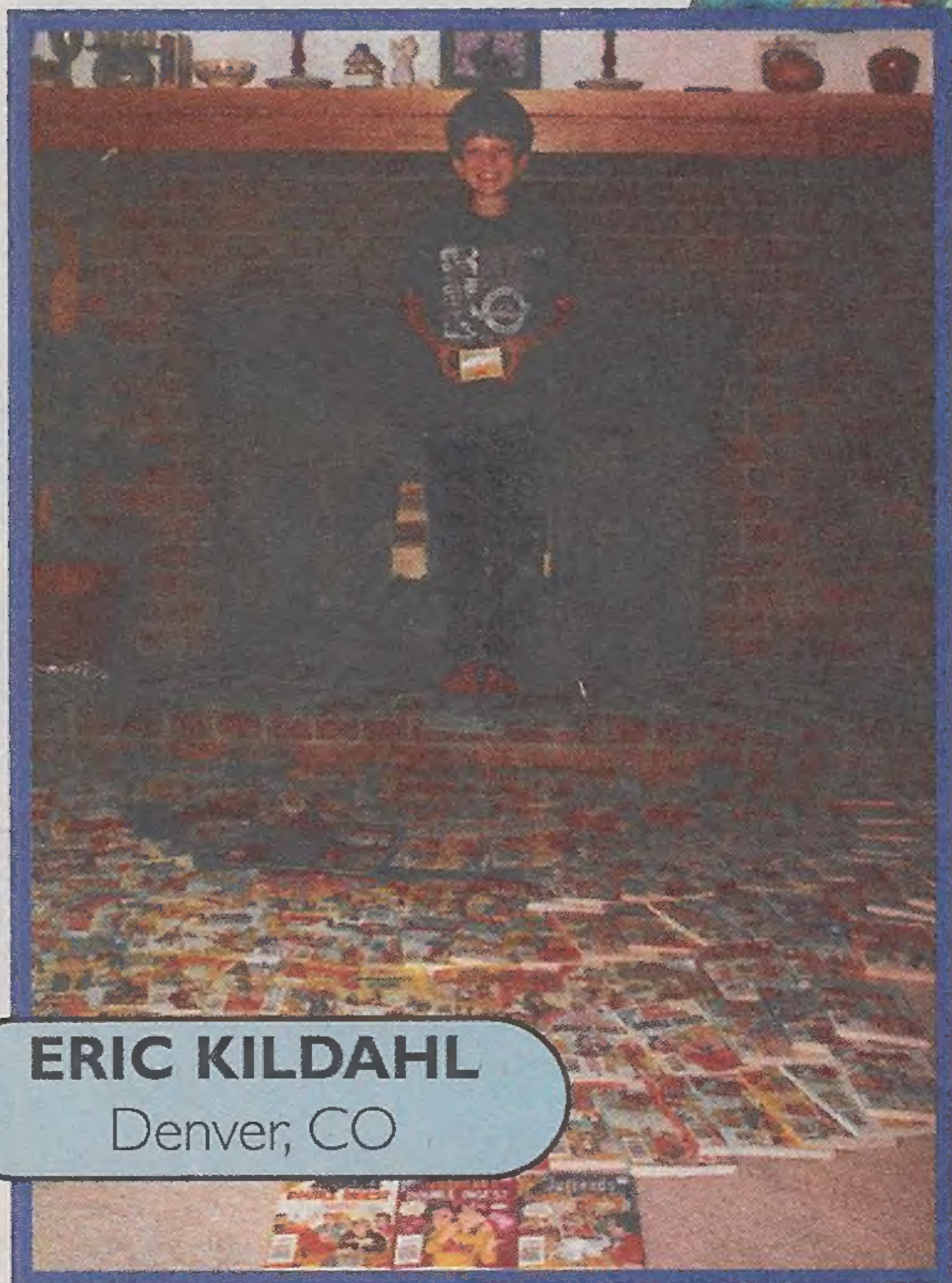
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Toronto, Canada

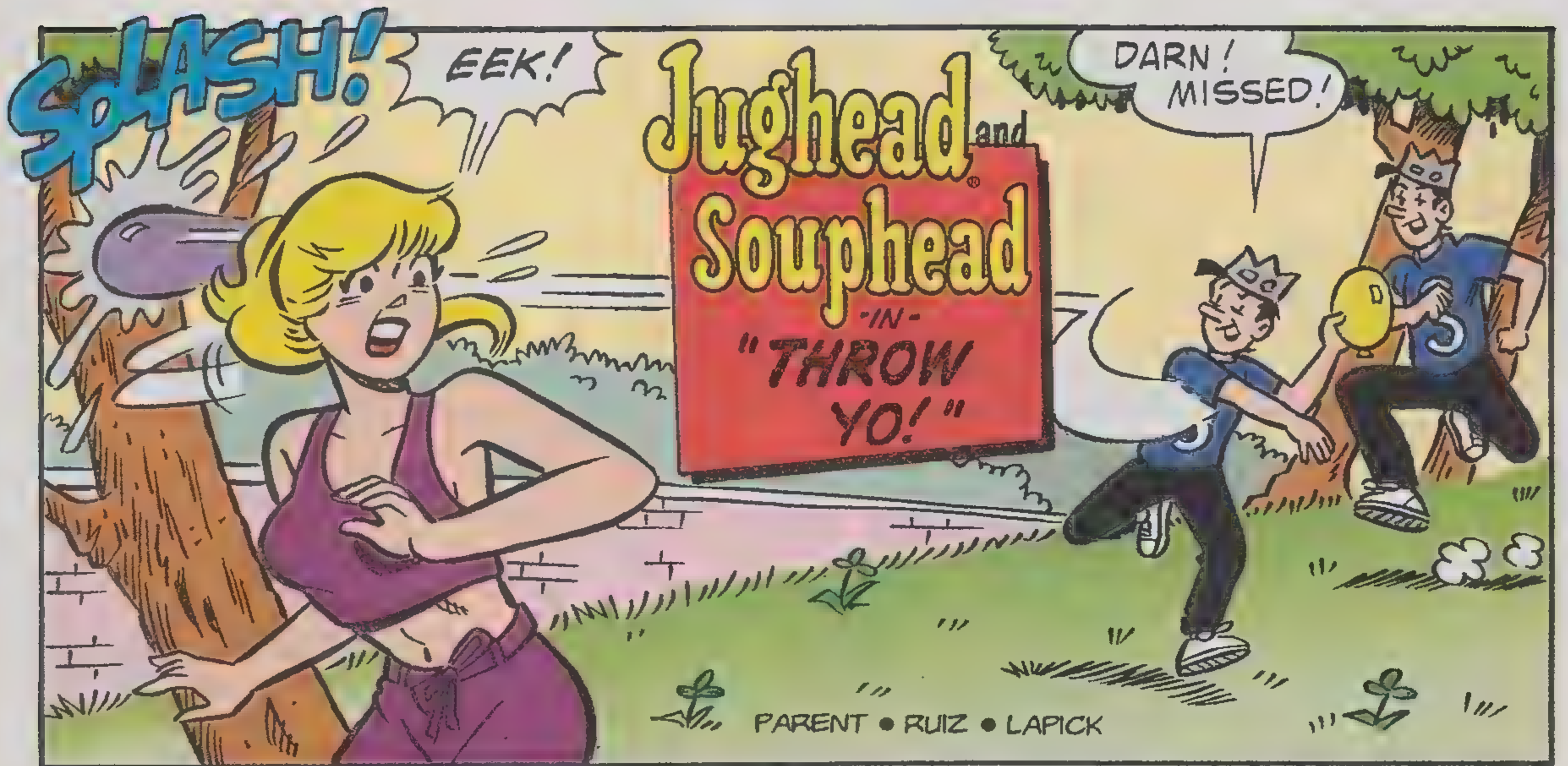


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1. TO ENTER: Print name, address, daytime phone number with area code and birthdate on official entry form, or 3" x 5" card, and mail, postage prepaid, to Picture Yourself in Hollywood Sweepstakes, P.O. Box 9338, Des Moines, IA 50306-9338 ("Sweeps Address").

2. LIMITATIONS: Each entry must be received by 9-30-98. Enter as often as you wish but only one per envelope. No mechanical or photocopied reproductions. Open only to those 18 or younger who are legal residents of U.S. (excluding its territories, possessions, overseas military installations and commonwealths) and not employees of Disney Magazine Publishing, Inc., Nestlé USA, Inc. ("Sponsor"), Devan Direct Marketing, Inc., their parent, subsidiary or affiliated companies, the advertising, promotional or fulfillment agencies of any of them, nor members of their immediate families. Sponsor not responsible for printing errors or inaccurate, incomplete, stolen, lost, illegible, mutilated, postage-due, misdirected, delayed or late entries or mail.

3. RESERVATIONS: Void where prohibited or restricted by law and subject to all federal, state and local laws. All entries are Sponsor's property. Entrant agrees to be bound by rules. Prize

acceptance constitutes unconditional right to use winner's name, voice and/or likeness for any publicity, advertising and promotional purposes without additional compensation, except where prohibited by law. Sponsor not responsible for claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession or loss of any prize.

4. WINNERS: Notified by mail after 10-22-98. All responsibilities of minor assumed by parents/legal guardian. Winners required to prove eligibility. Failure of potential winner to verify address and execute and return Affidavit of Eligibility/Release within 10 days from date of notification, or return of notification as undeliverable, will result in selection of alternate winner. All taxes are sole responsibility of winner and/or winner's parents or guardian. All travelers required to execute Liability Release before ticketing. For winner's list (after 12-2-98) and/or rules, send a self-addressed, stamped envelope to Sweeps Address. WA and VT residents may omit return postage.

5. PROCEDURES: Sweepstakes begins 3-1-98, and ends 9-30-98. Winners selected from eligible entries in random drawing on or about 10-16-98, under supervision of Devan Direct Marketing, Inc., independent judging organization whose decisions are final. Odds of winning depend on number of eligible entries.

6. PRIZES: One (1) **GRAND PRIZE:** 6 days/5 nights family vacation for 4 to Los Angeles, CA; including 1 day tour in limousine of sites where famous movies/TV shows filmed; coach air transportation to/from major metropolitan airport nearest winner's home and LAX; airport transfers; 1 room hotel accommodation for 3 nights in Los Angeles; Disneyland vacation package for 4, including 1 room Disneyland Hotel accommodation for 2 nights, 4 Disneyland Passports for 2 days, meal coupons for 4 persons for 2 days (breakfast, lunch, dinner); and a camcorder to capture the trip. All taxes, expenses and gratuities not specifically mentioned as part of the prize described are winner's sole responsibility. Travel/lodging subject to availability, restrictions and blackout dates and must be completed by 8-30-99. (Approx. retail value: \$4,000). **One Hundred (100) First Prizes:** One Year's supply of SweetTARTS® and other Sunline Brands® candies. (Approx. Retail Value \$110 per year's supply). **One Thousand (1,000) Second Prizes:** a Tangy Taffy® magnetic picture frame (Approx. Retail Value \$2 per frame). Total approx. retail value of all prizes \$17,000. Limit one prize per person/family/household. Prizes not redeemable for cash or transferable and no substitutions except at sole discretion of Sponsor, who may substitute prizes of equal or greater value. All prizes will be awarded.

UNUSUAL-LOOKING
BREAKFAST! WHAT
ARE YOU EATING?

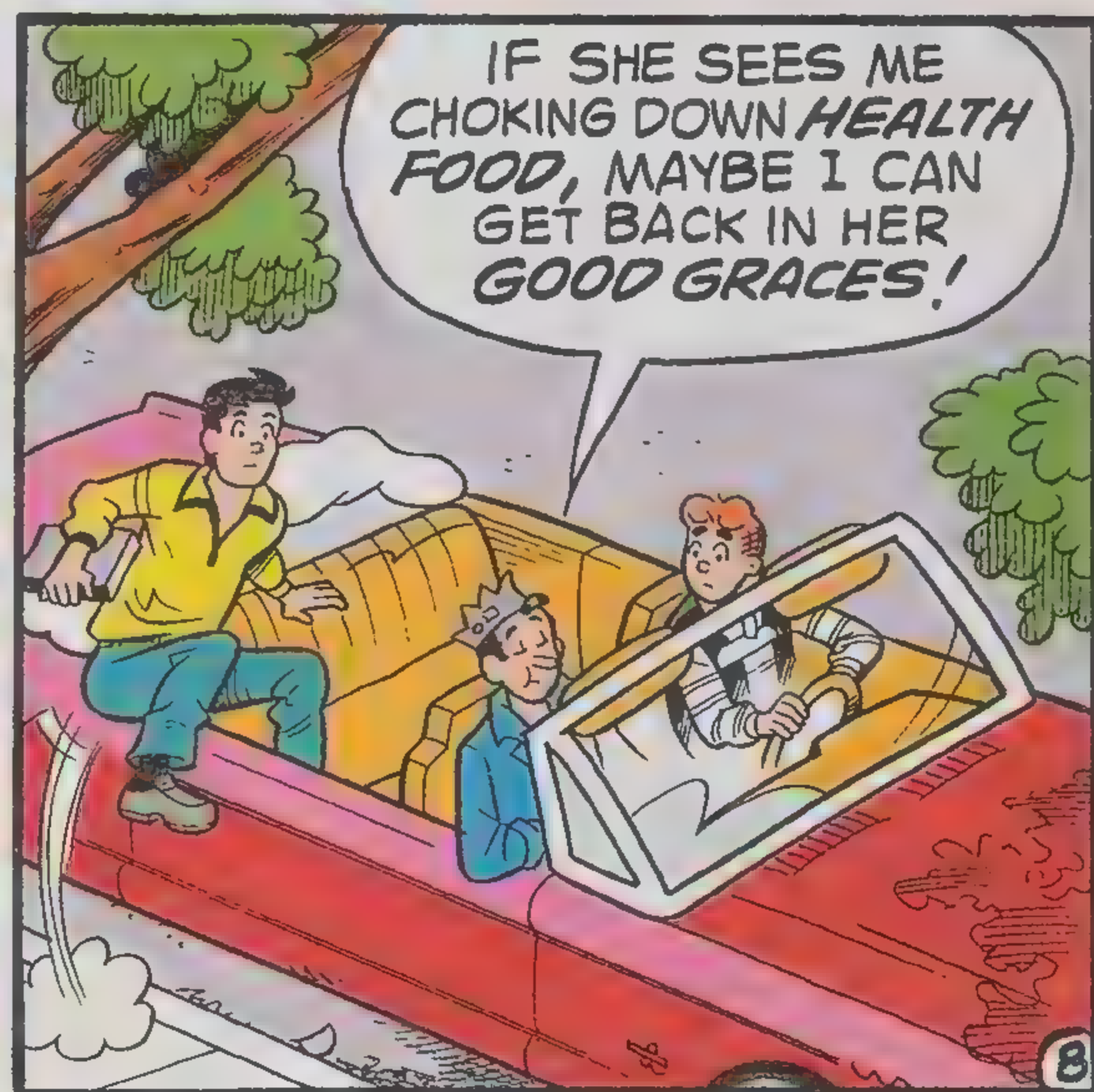
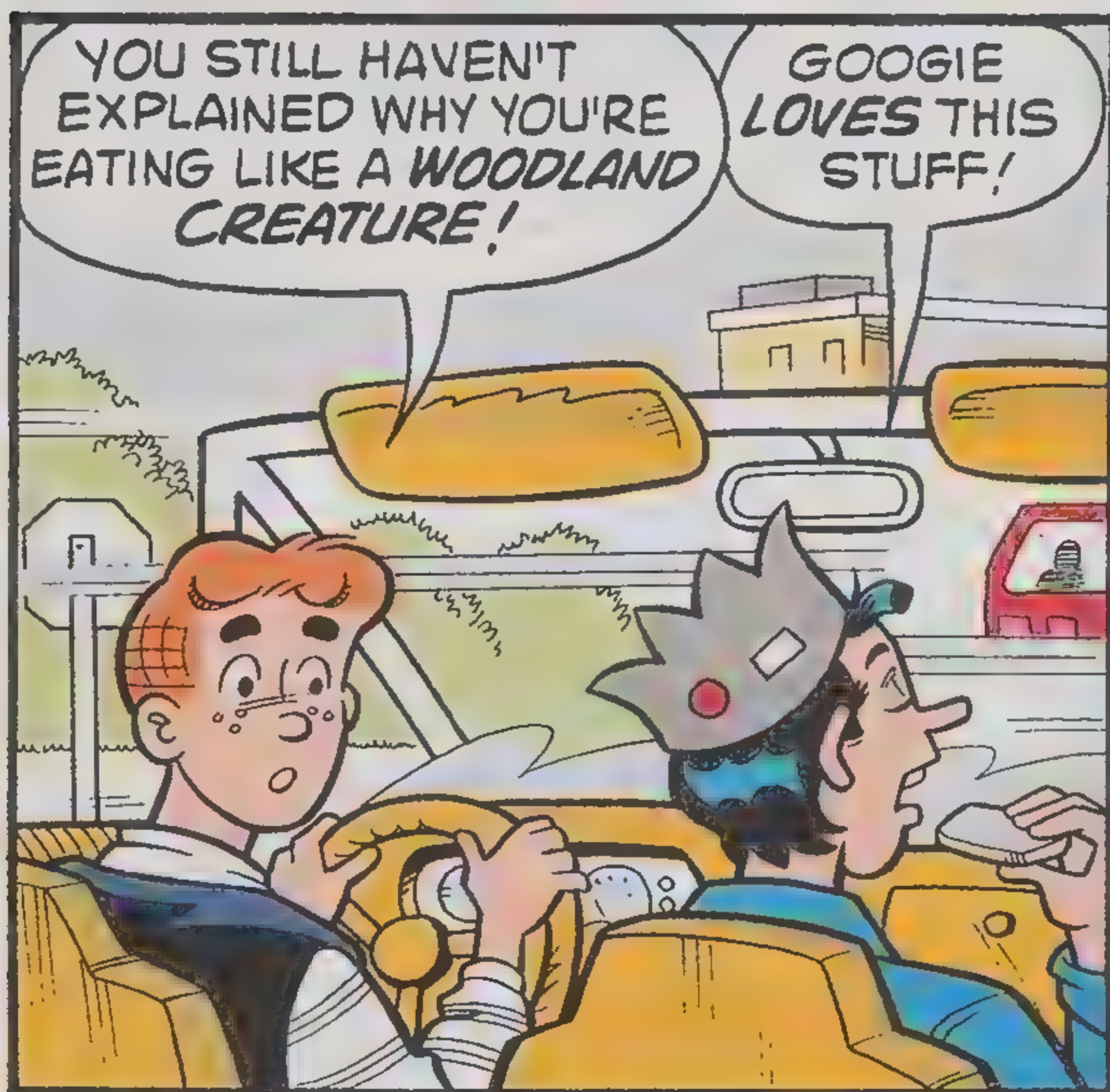
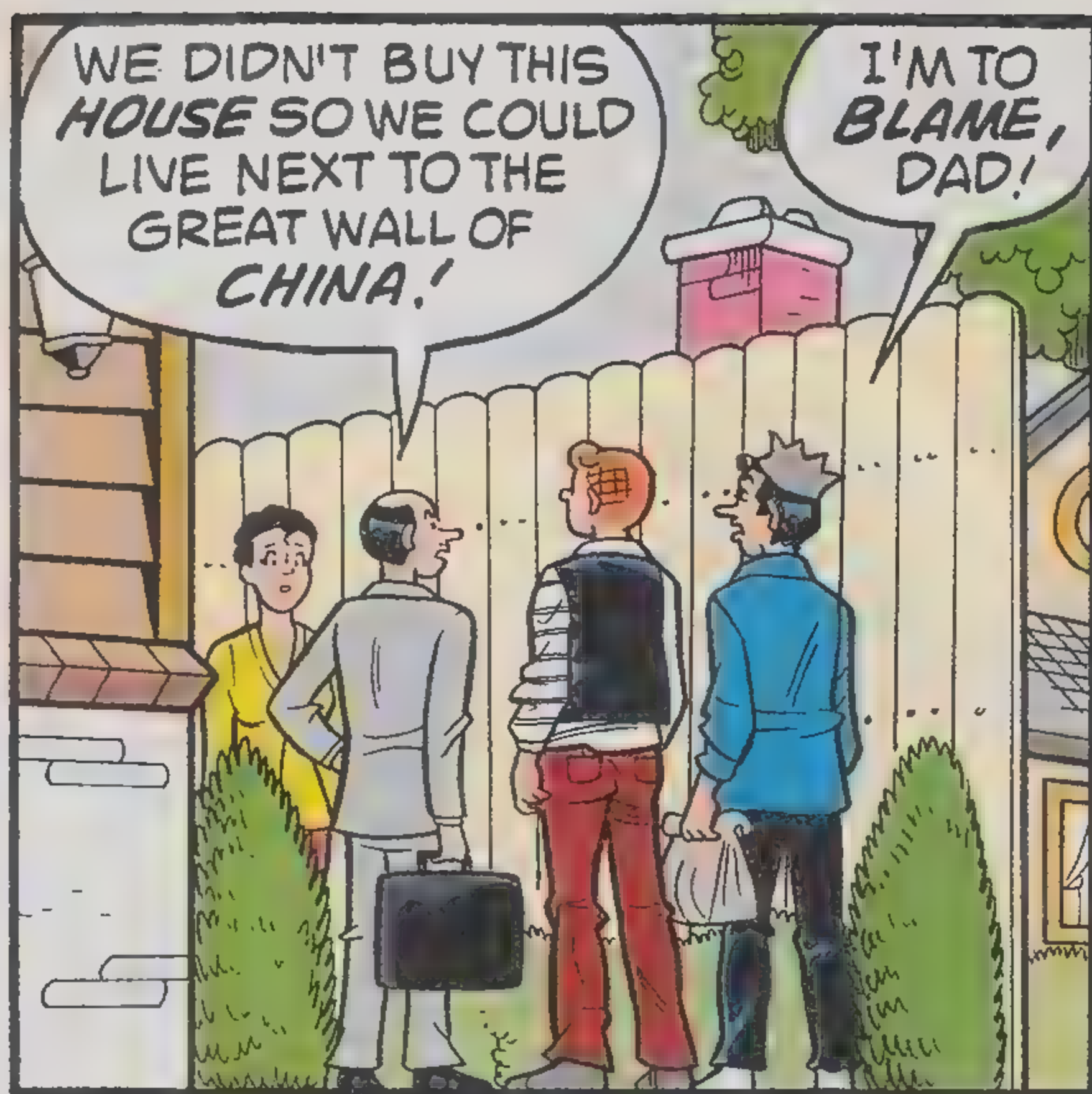
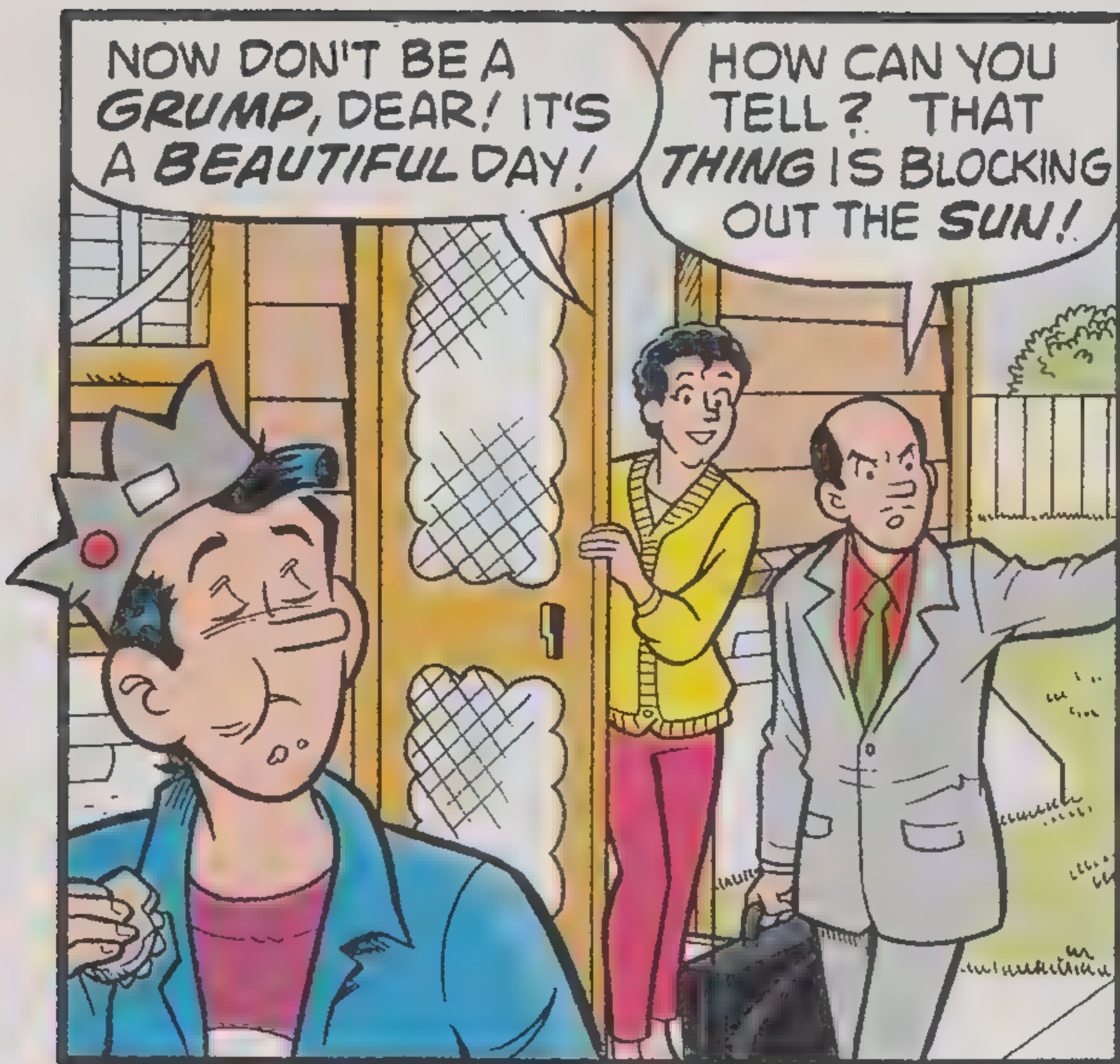
MY
WORDS!

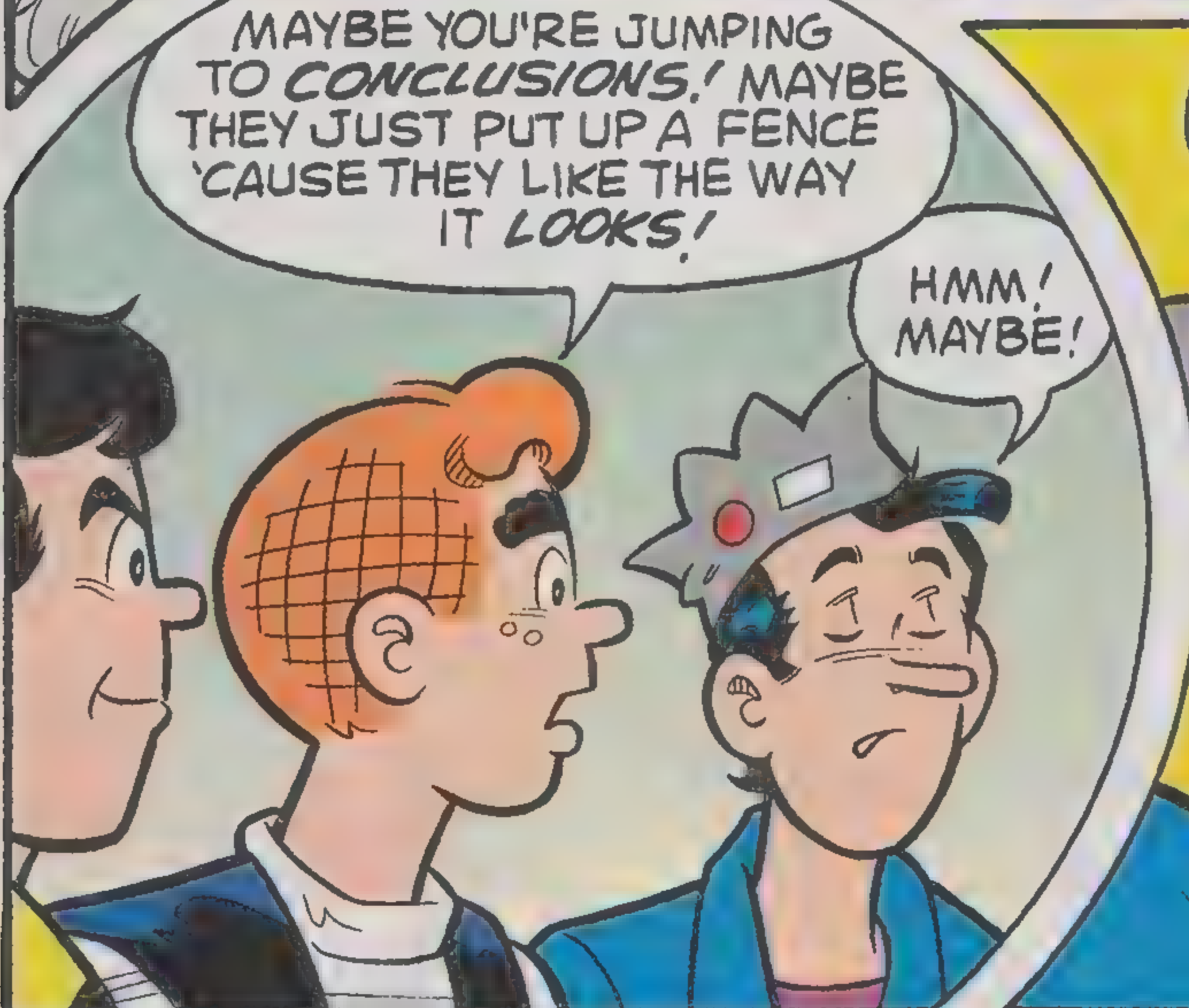
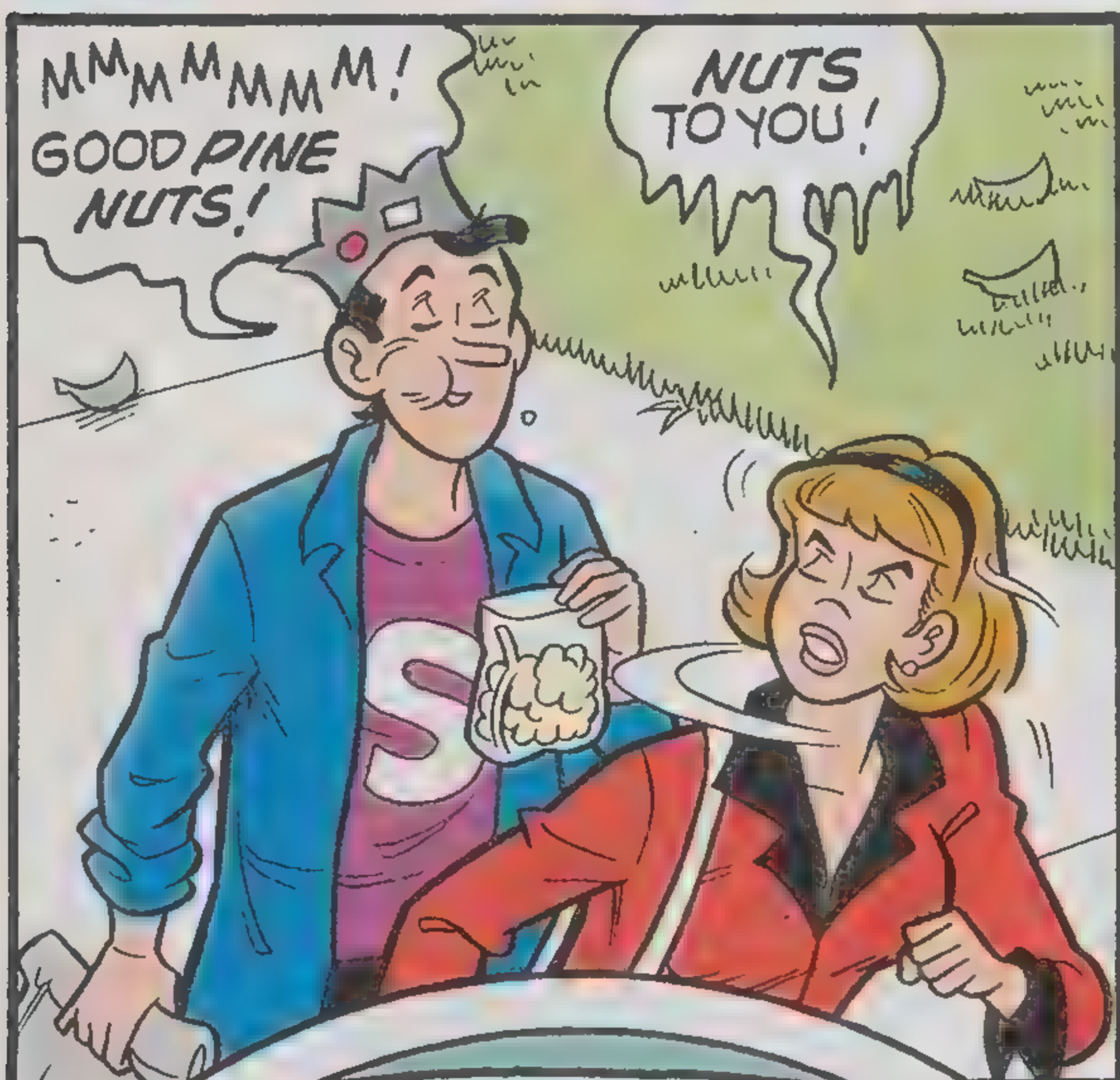
LOOKS LIKE
A *BEAN SPROUT*
SANDWICH ON
UNBLEACHED
BREAD!

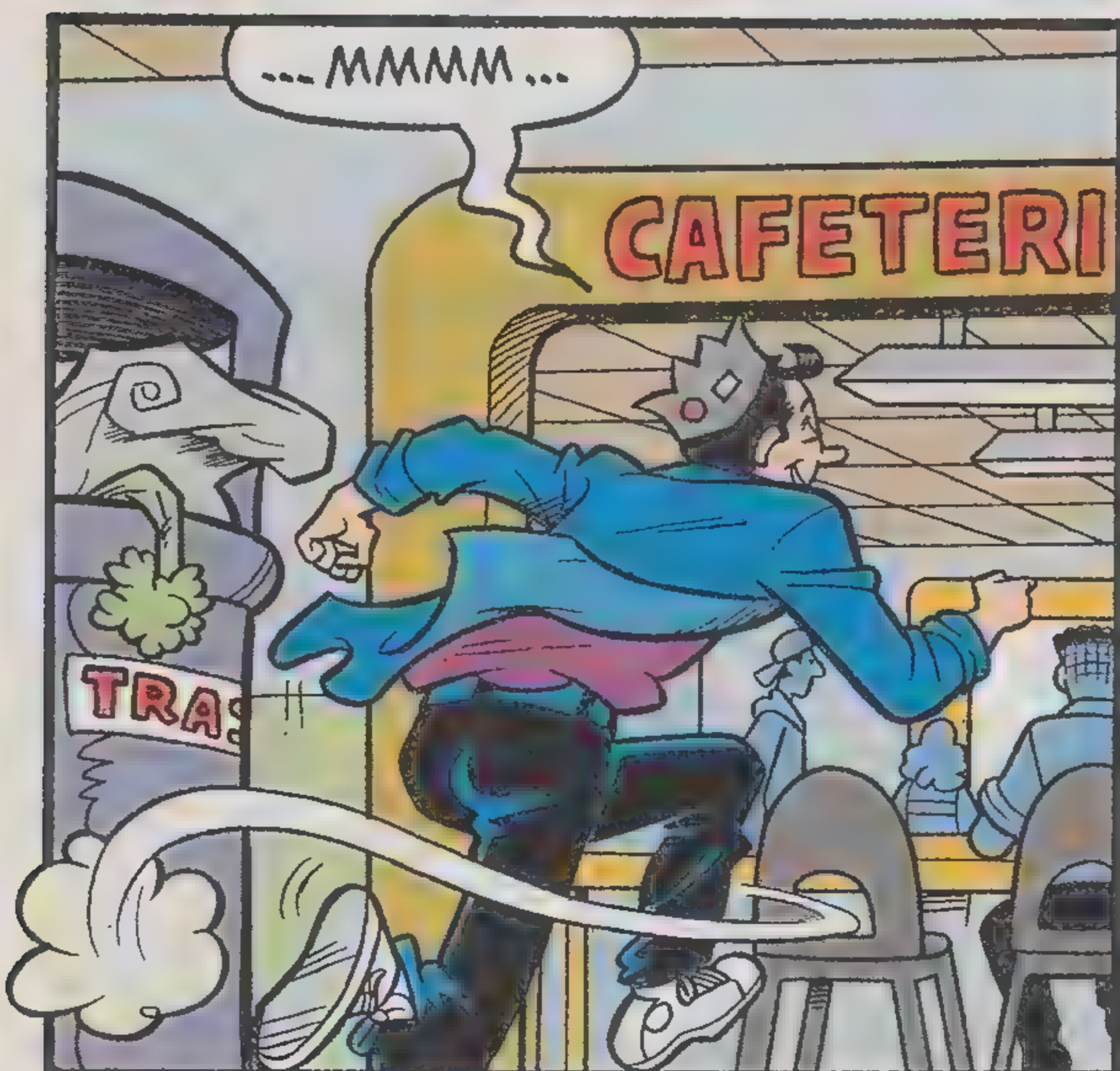
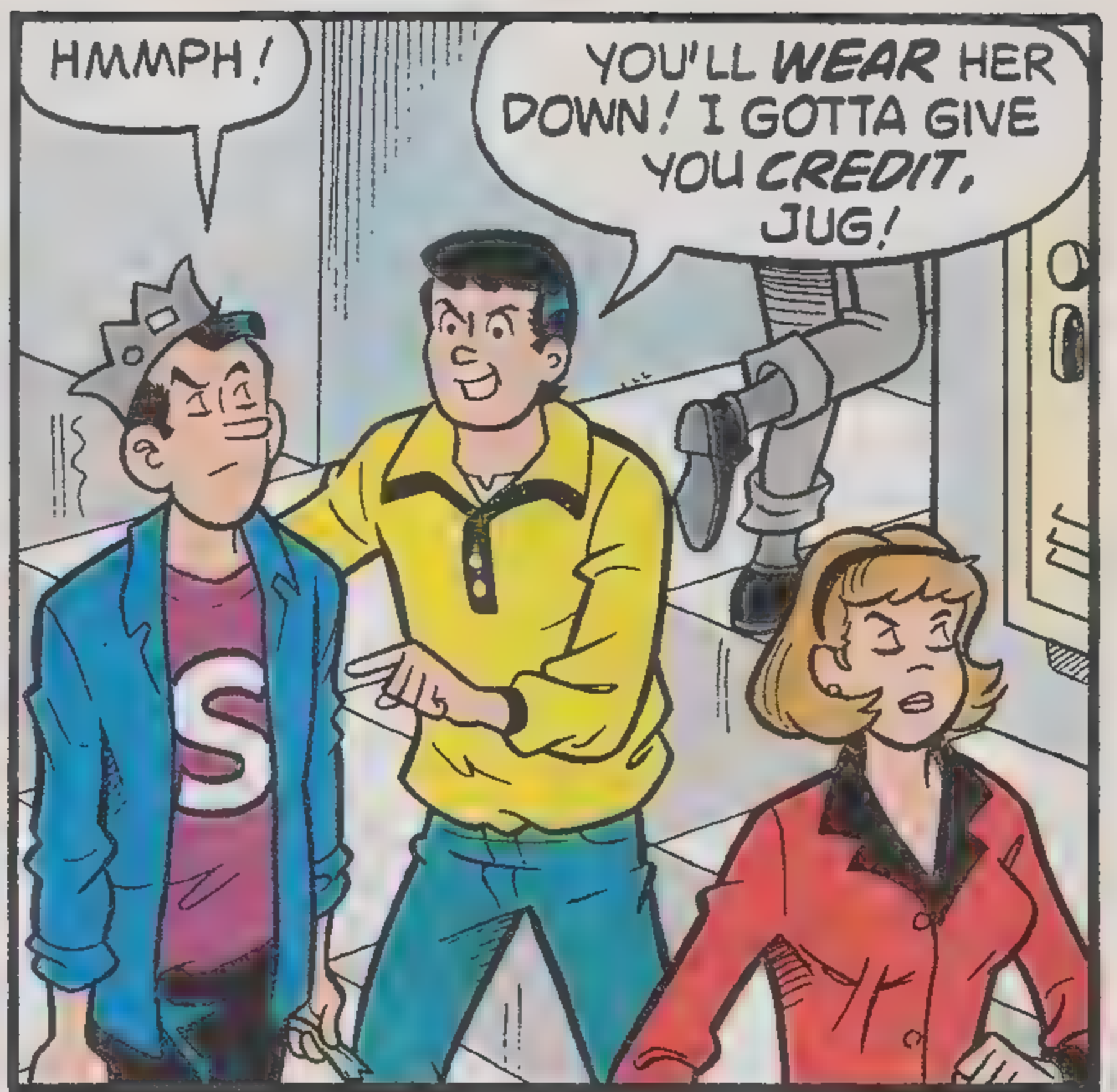
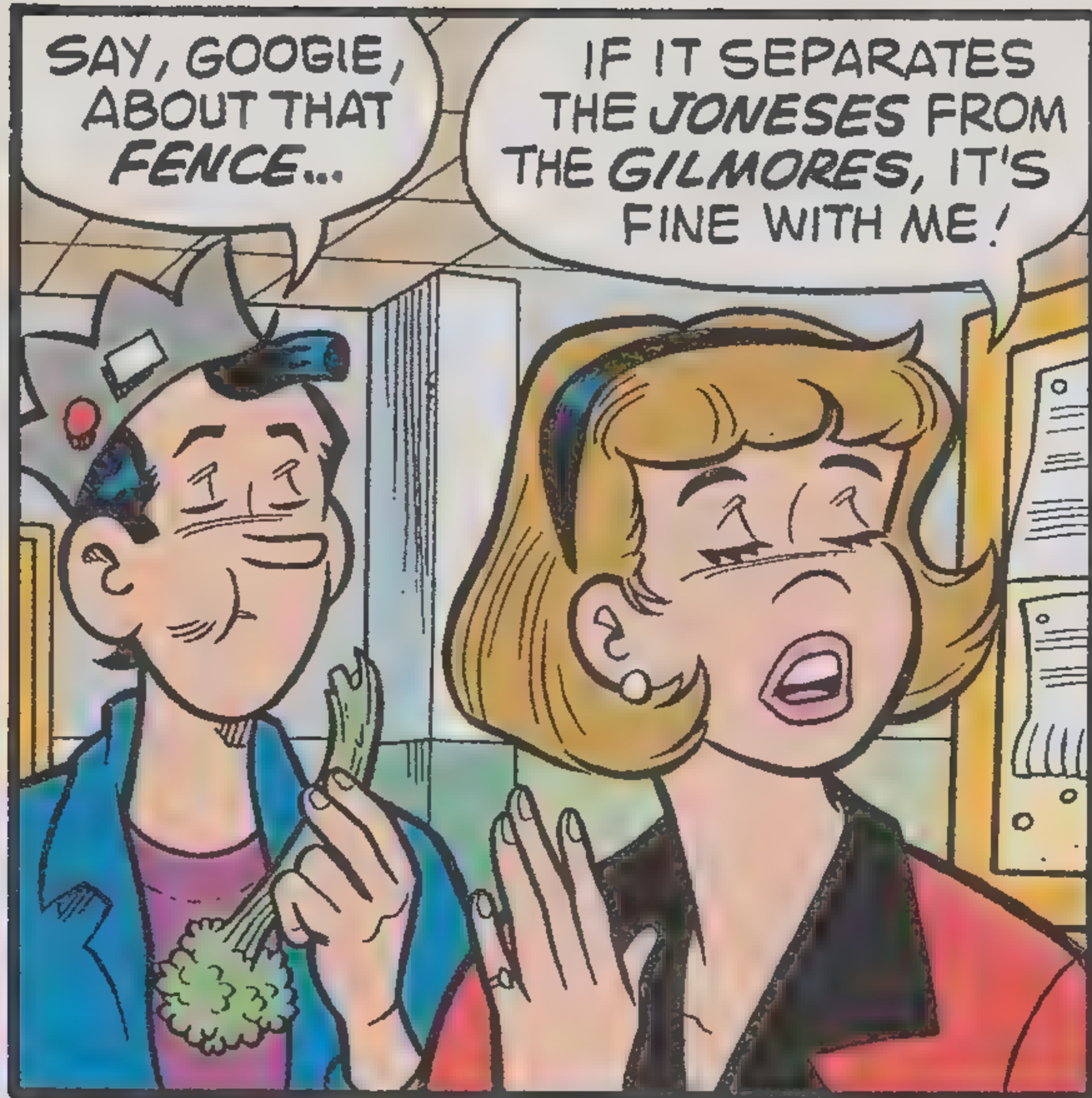
SAME
THING!

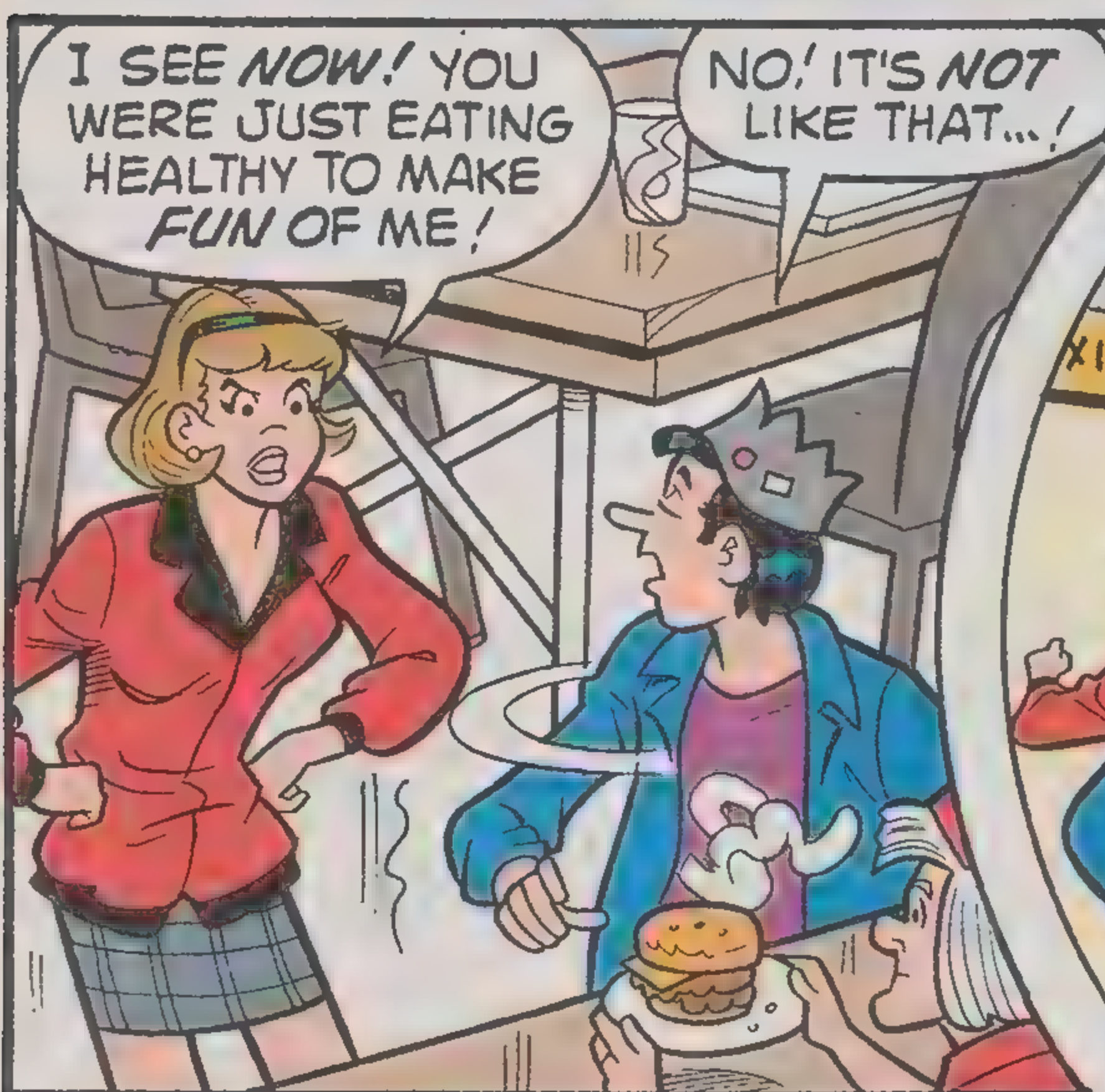
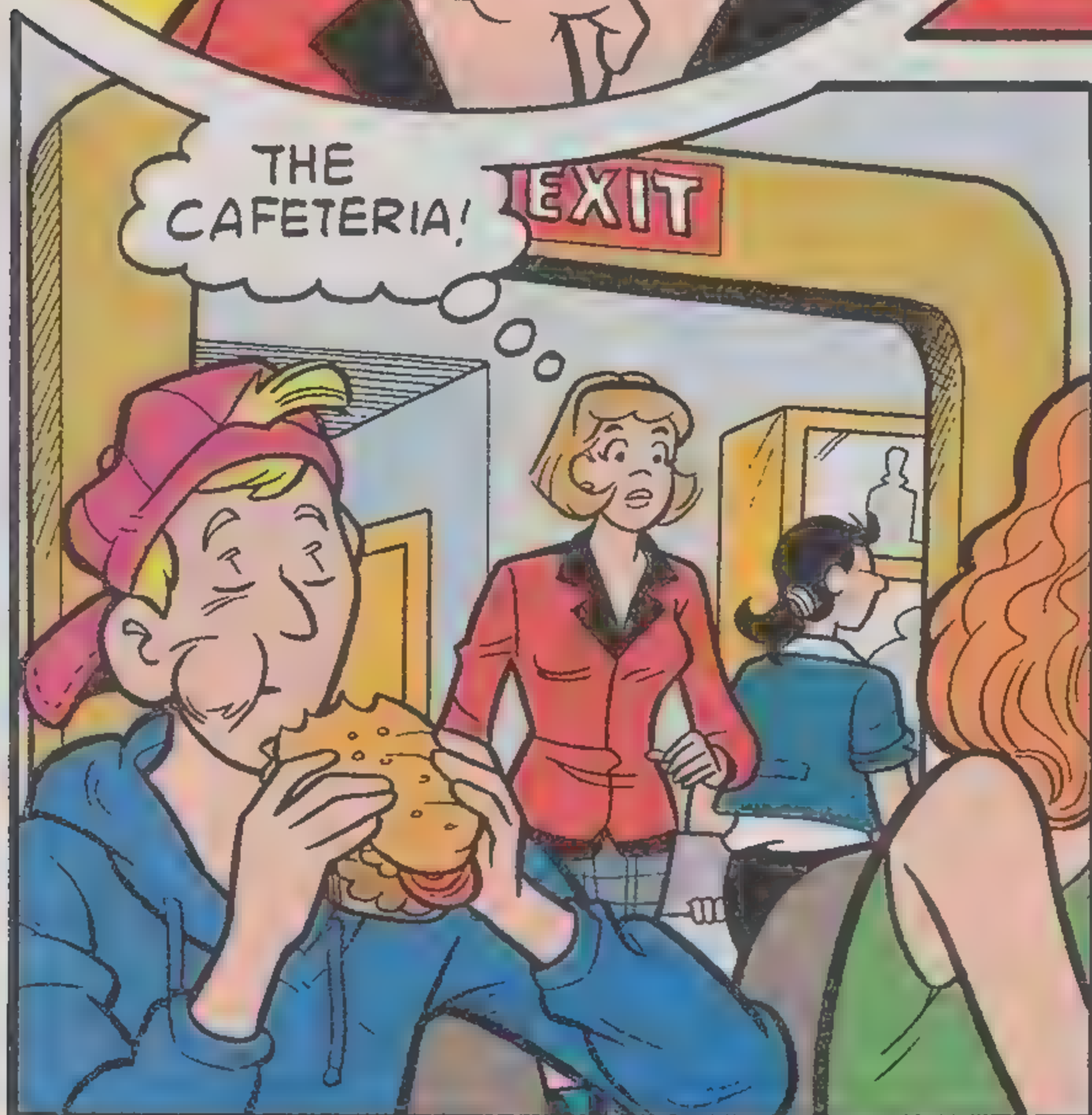
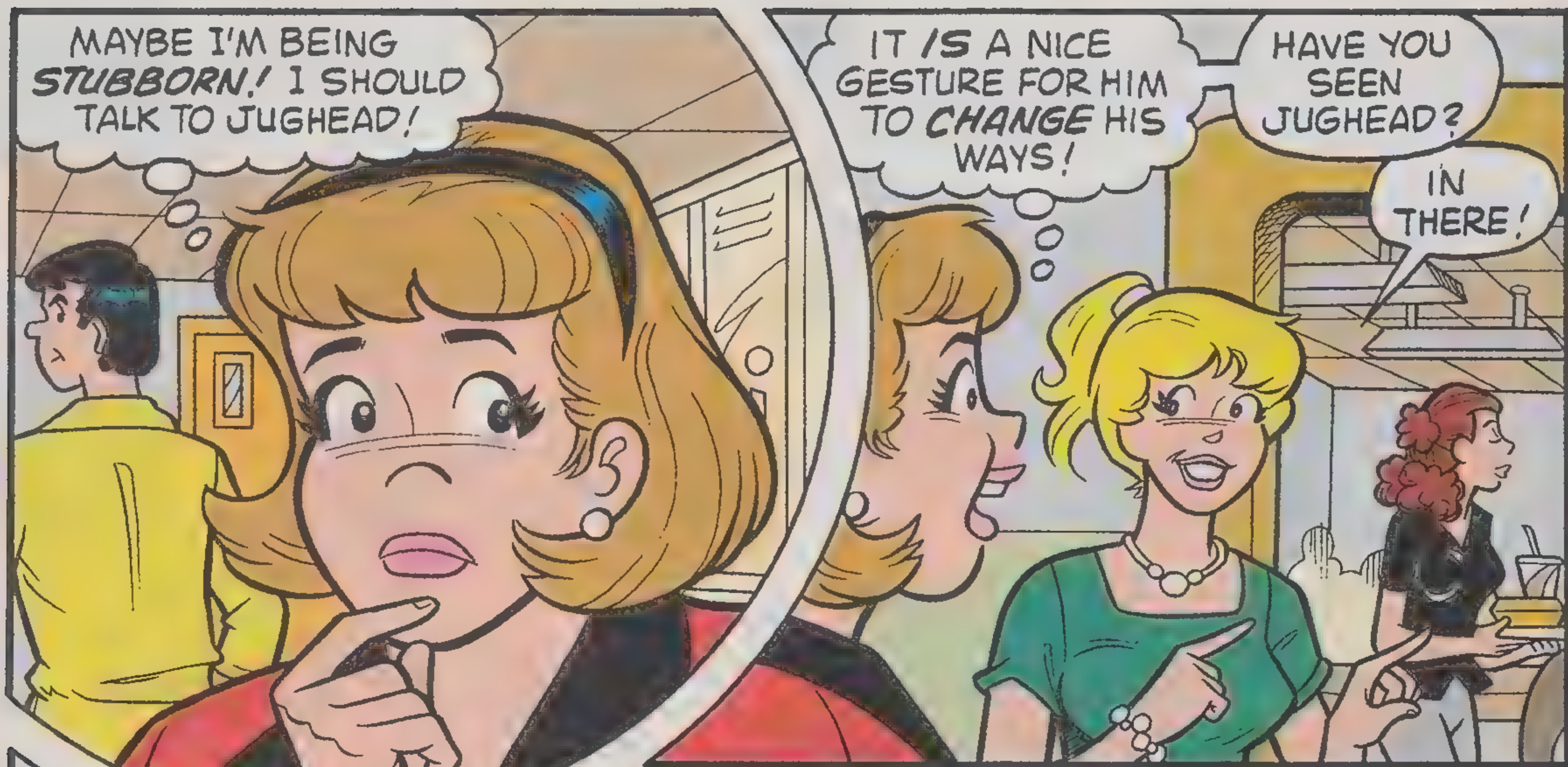
BUT IT'S THE
KIND OF STUFF
GOOGIE EATS! THAT'S
WHY I'M DOING IT!

MUNCH!
CHEW
MUNCH!









CONTINUED... 11

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Save the Points

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on Lunch!



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WHAT ARE YOU DOING *LURKING* ABOUT, REGGIE?

MOST LIKELY HE SMELLS *TROUBLE* AND WANTS A *RINGSIDE SEAT*!

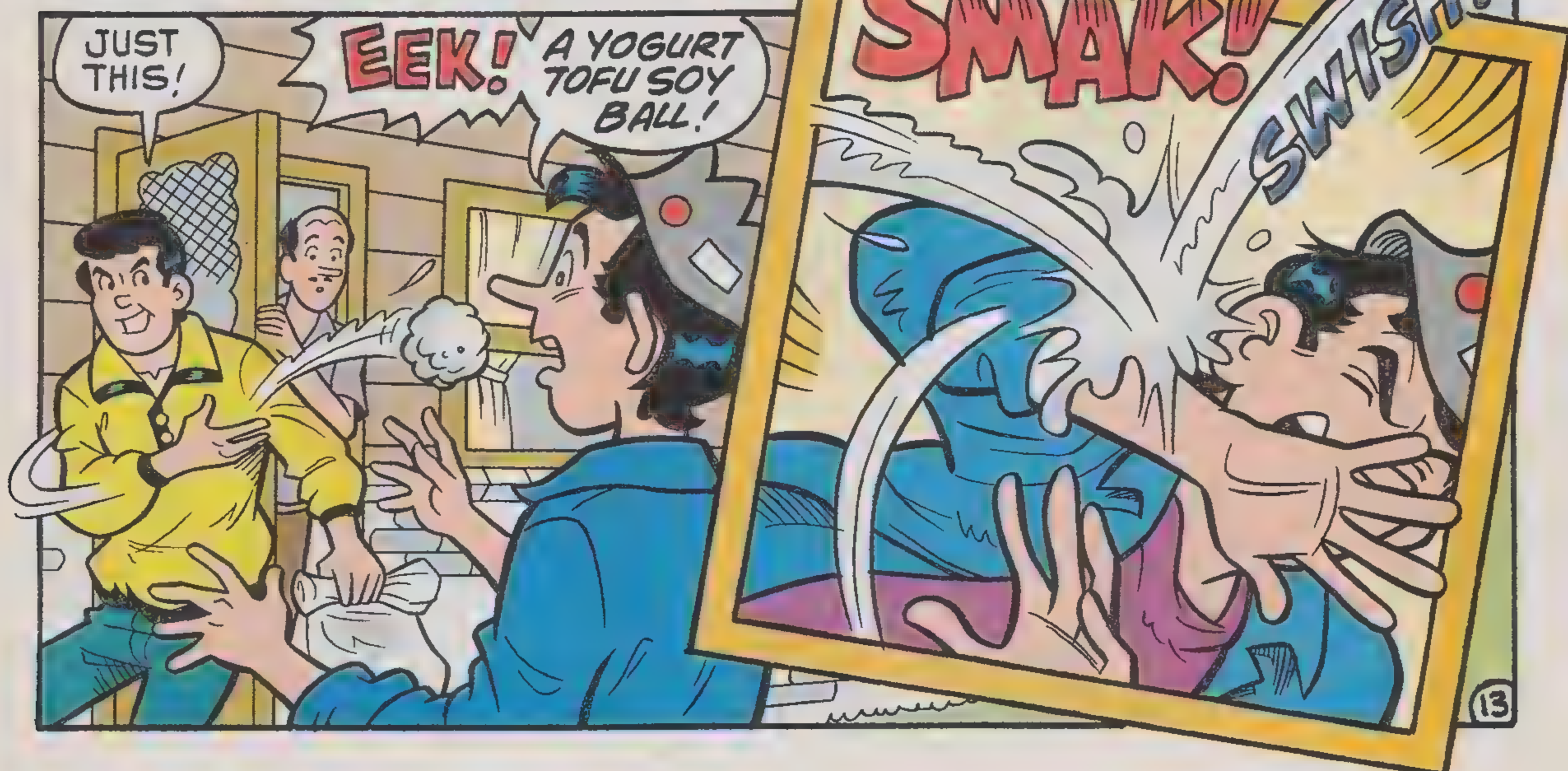
HEY, NICE WORKMANSHIP!

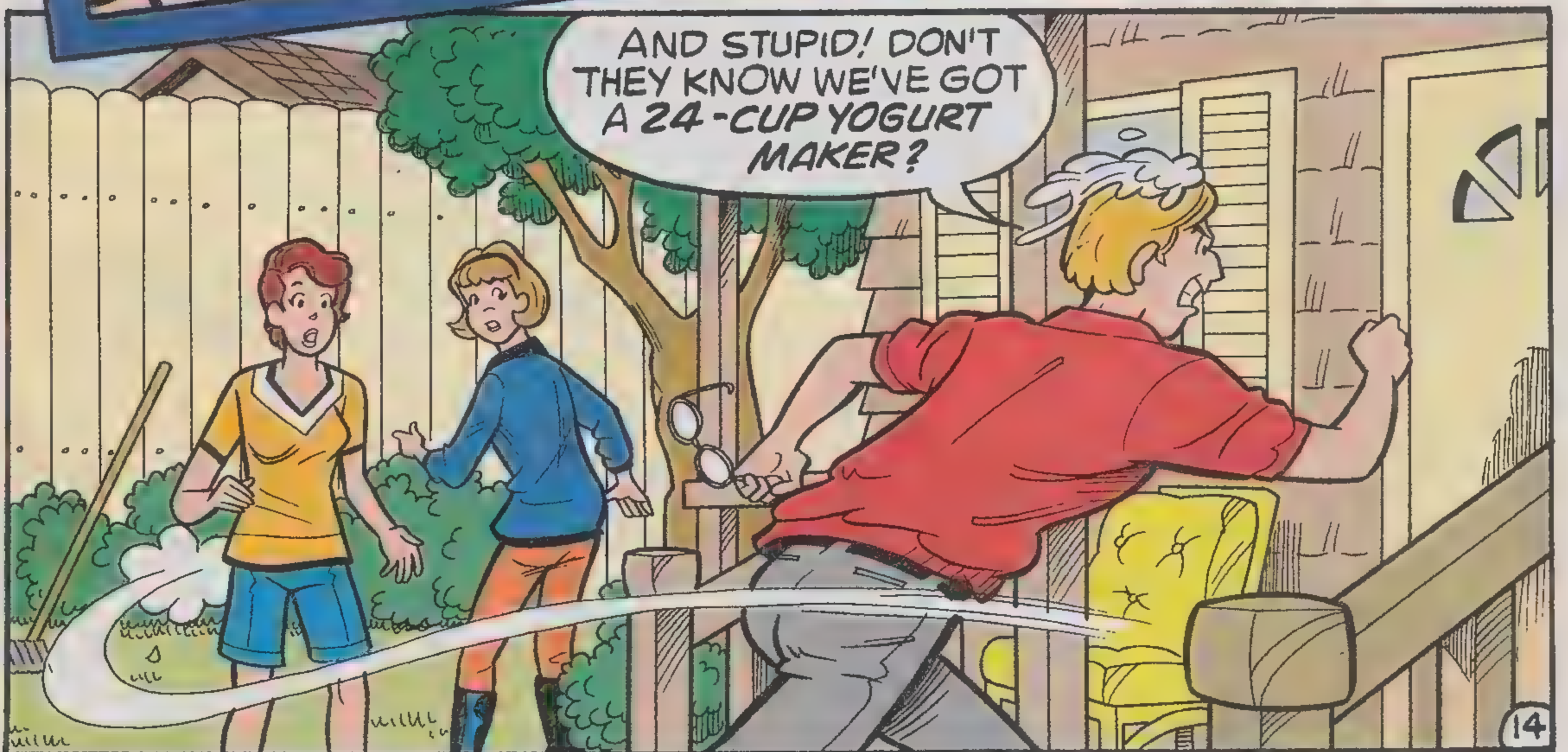
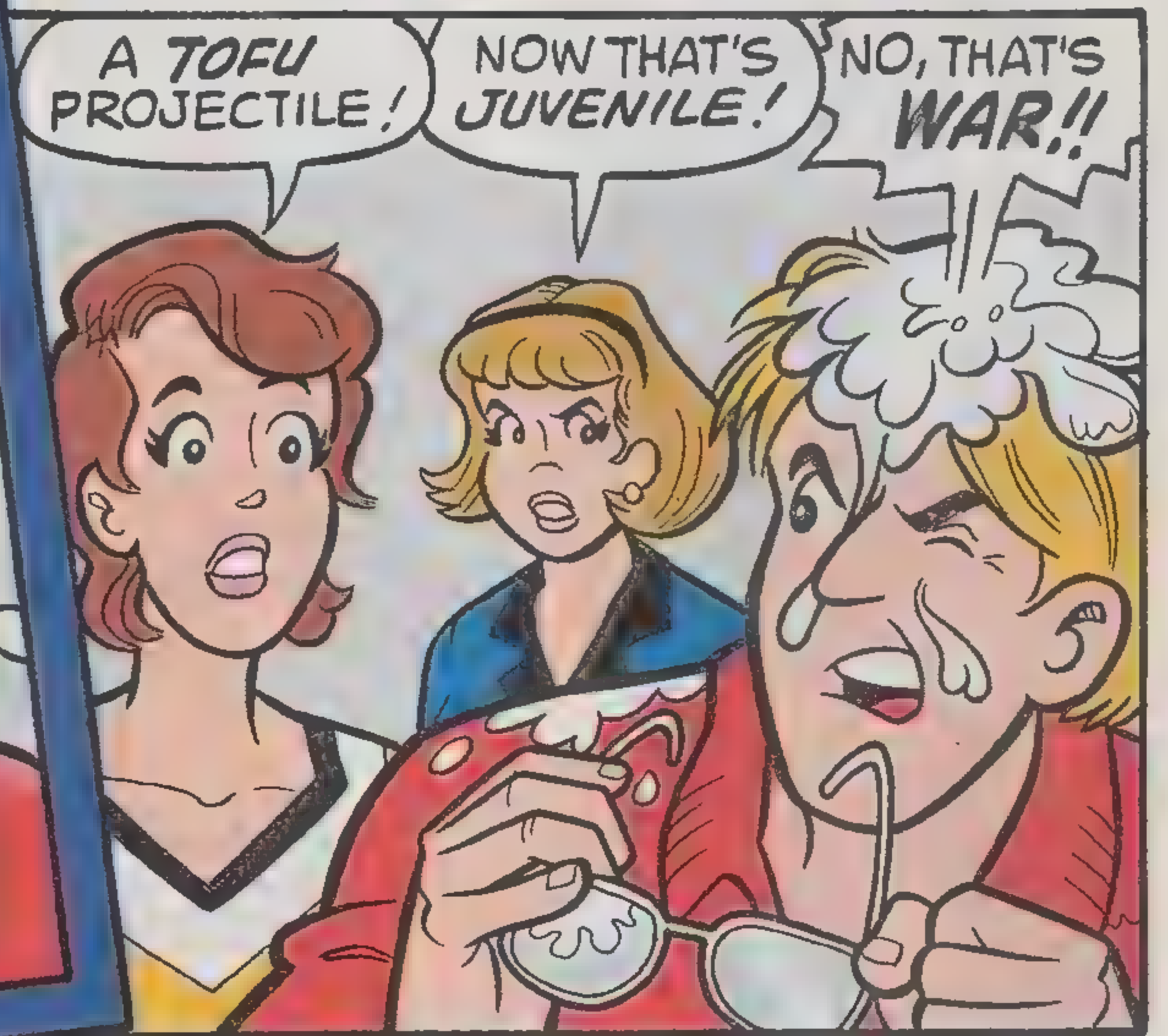
OH, YEAH, THIS IS *STURDY*! NO NASTY JONESES WILL EVER GET *THROUGH THIS*!

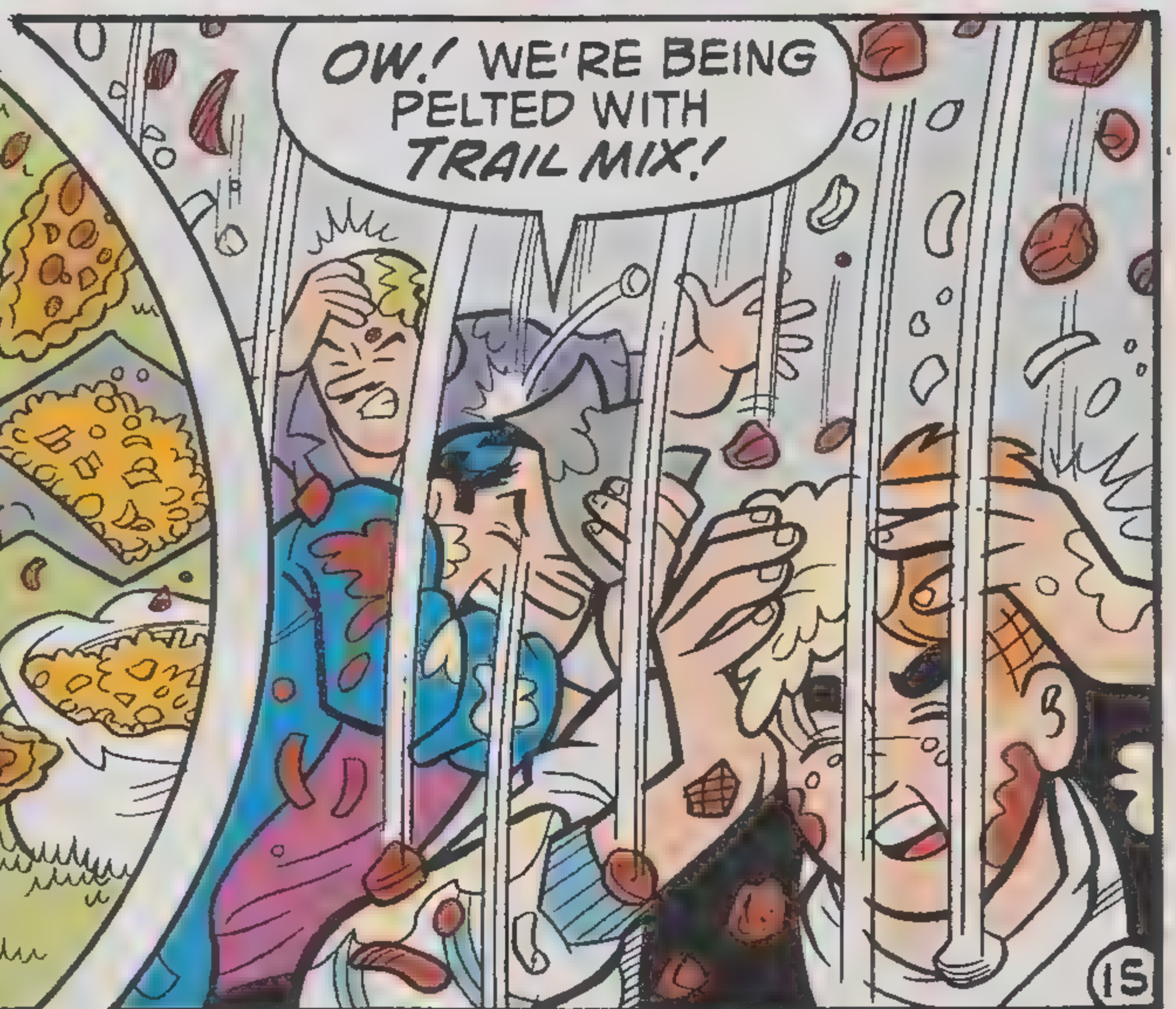
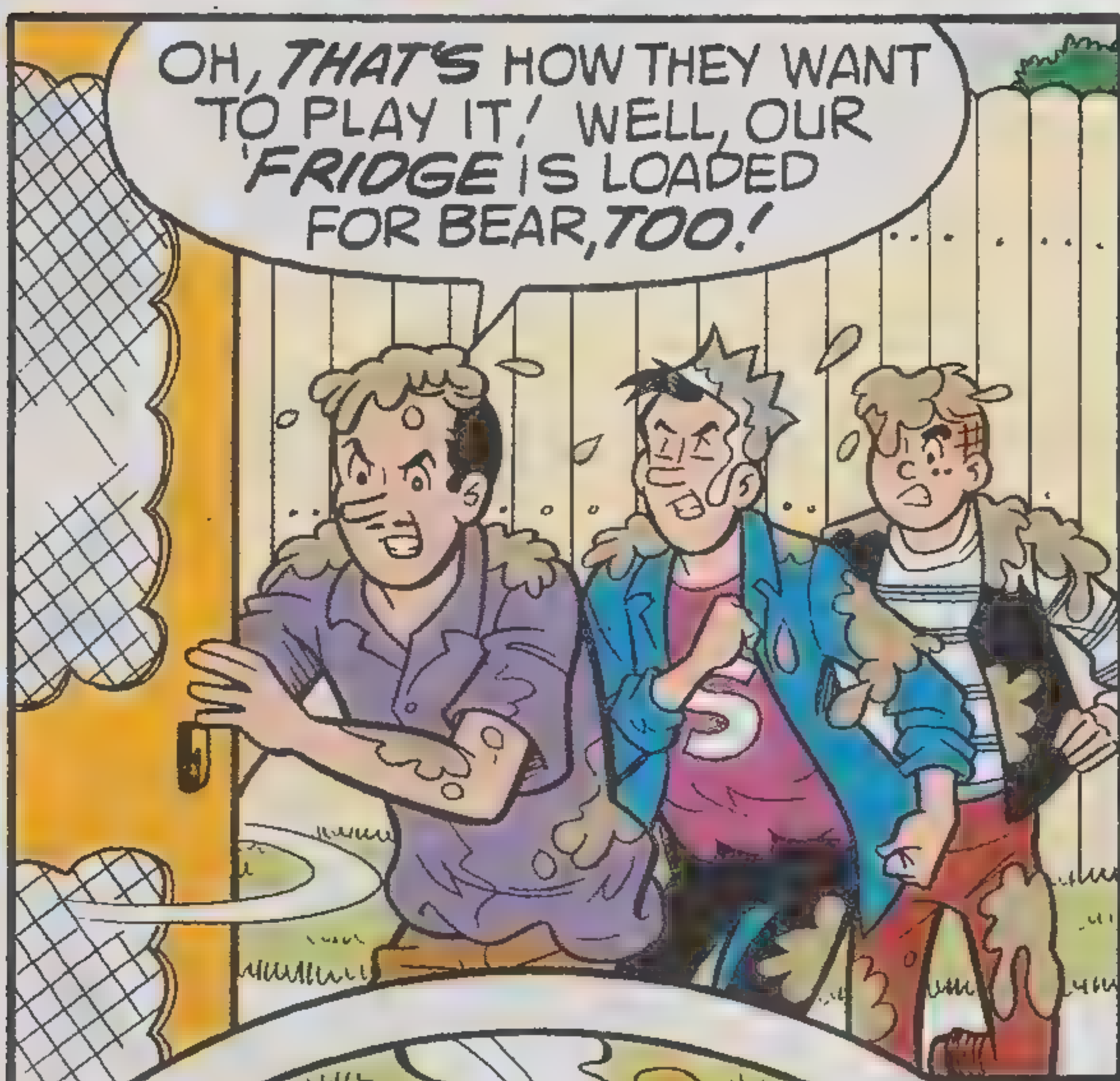
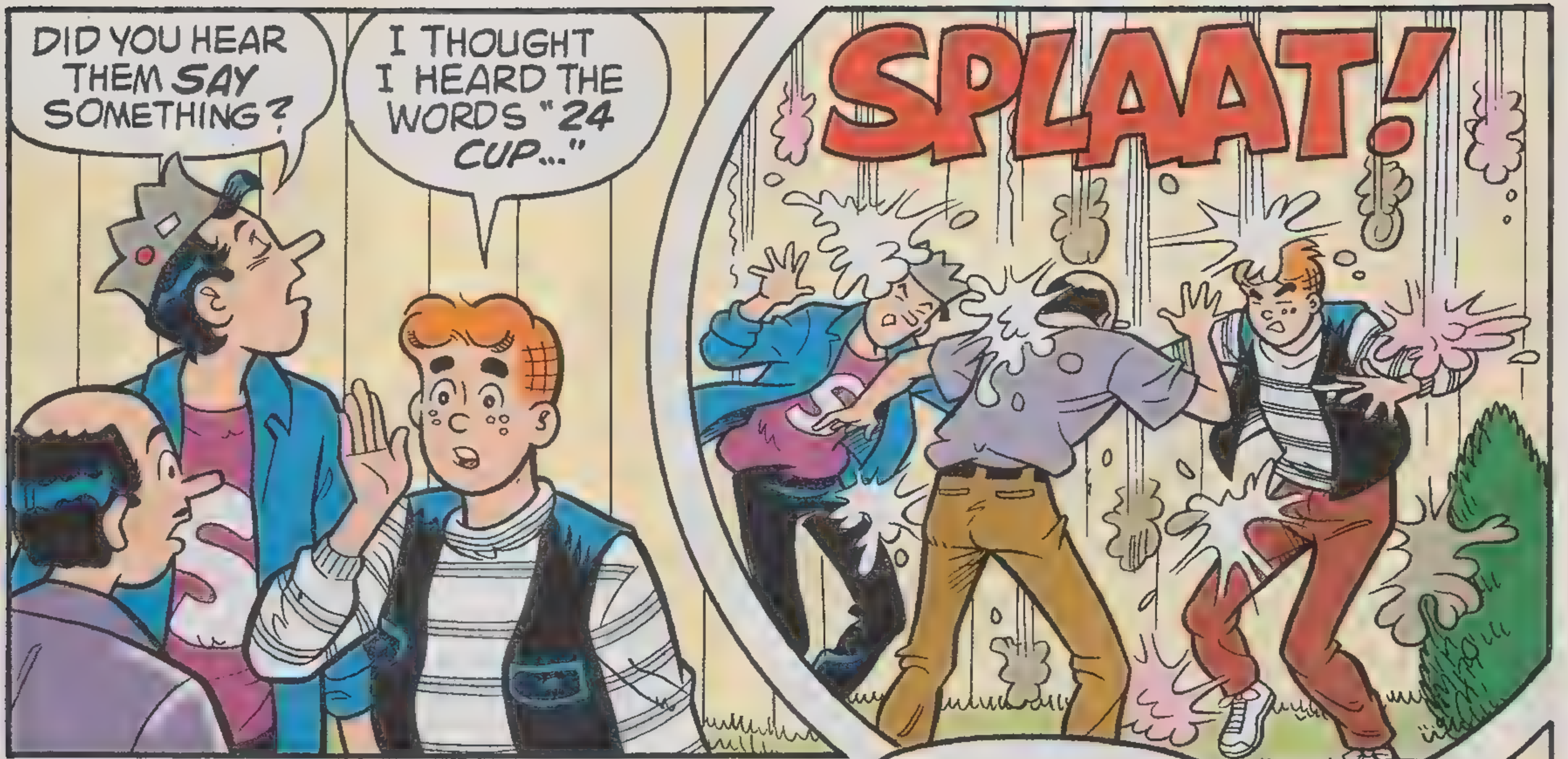
YOU'RE REALLY *OBNOXIOUS*, REG!

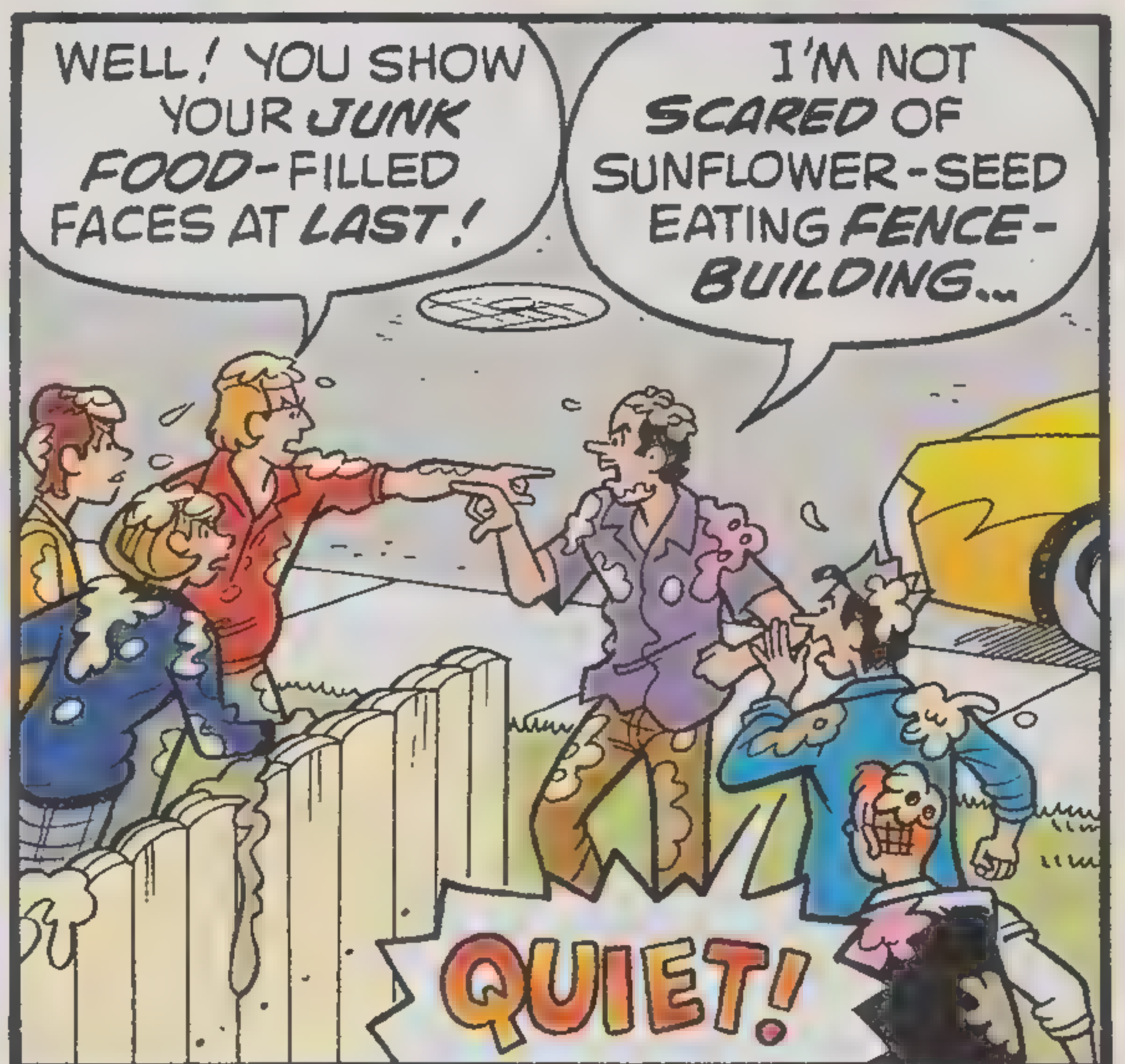
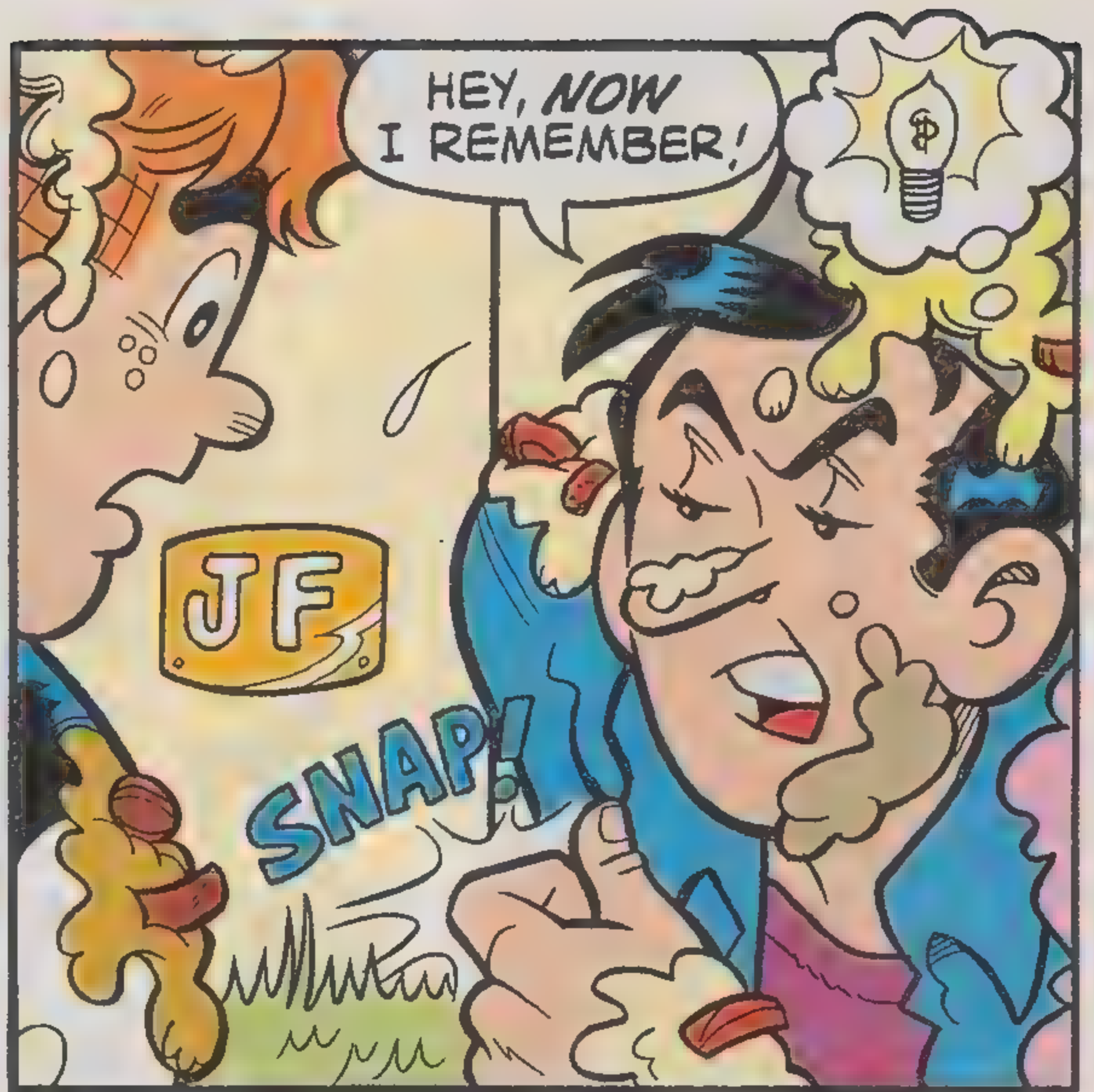
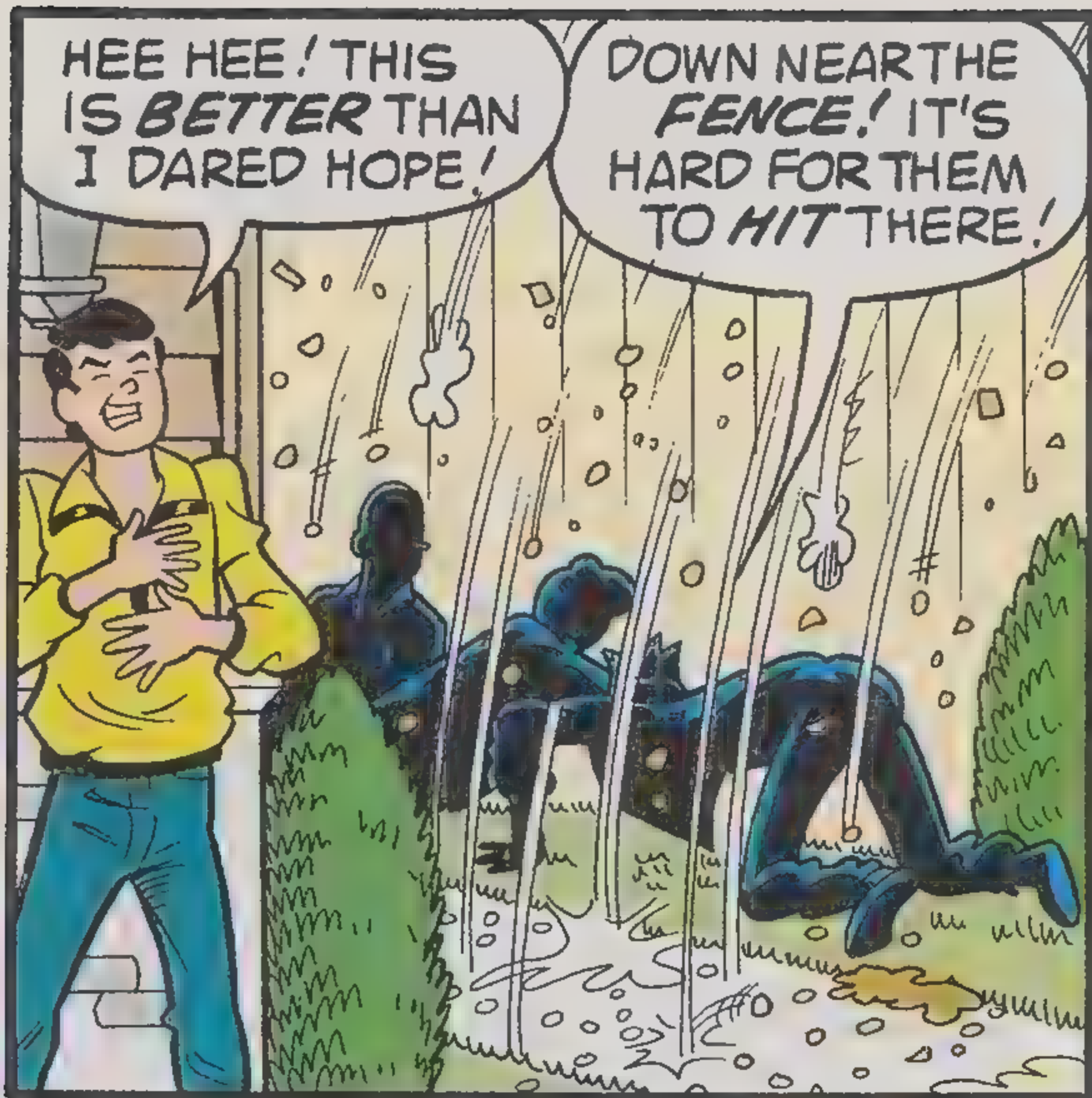
AND THAT'S ONE OF MY *BETTER TRAITS*!

HOW'D THEY GET THAT FENCE UP SO *FAST*?





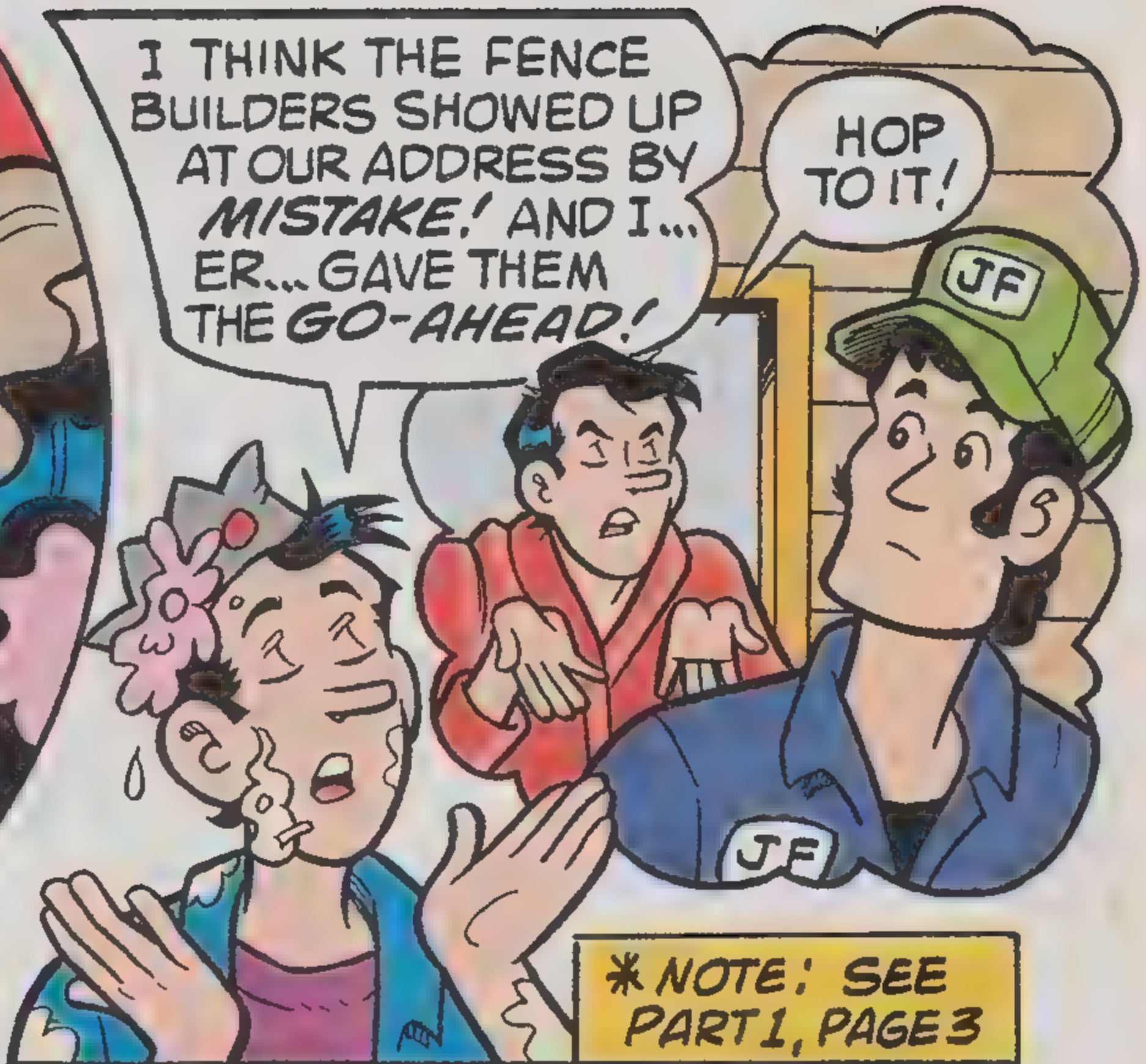






UH- WE DID HAVE THE FENCE PUT UP, DAD!

HUH?!



I THINK THE FENCE BUILDERS SHOWED UP AT OUR ADDRESS BY *MISTAKE!* AND I... ER... GAVE THEM THE *GO-AHEAD!*

HOP TO IT!

* NOTE: SEE PART 1, PAGE 3



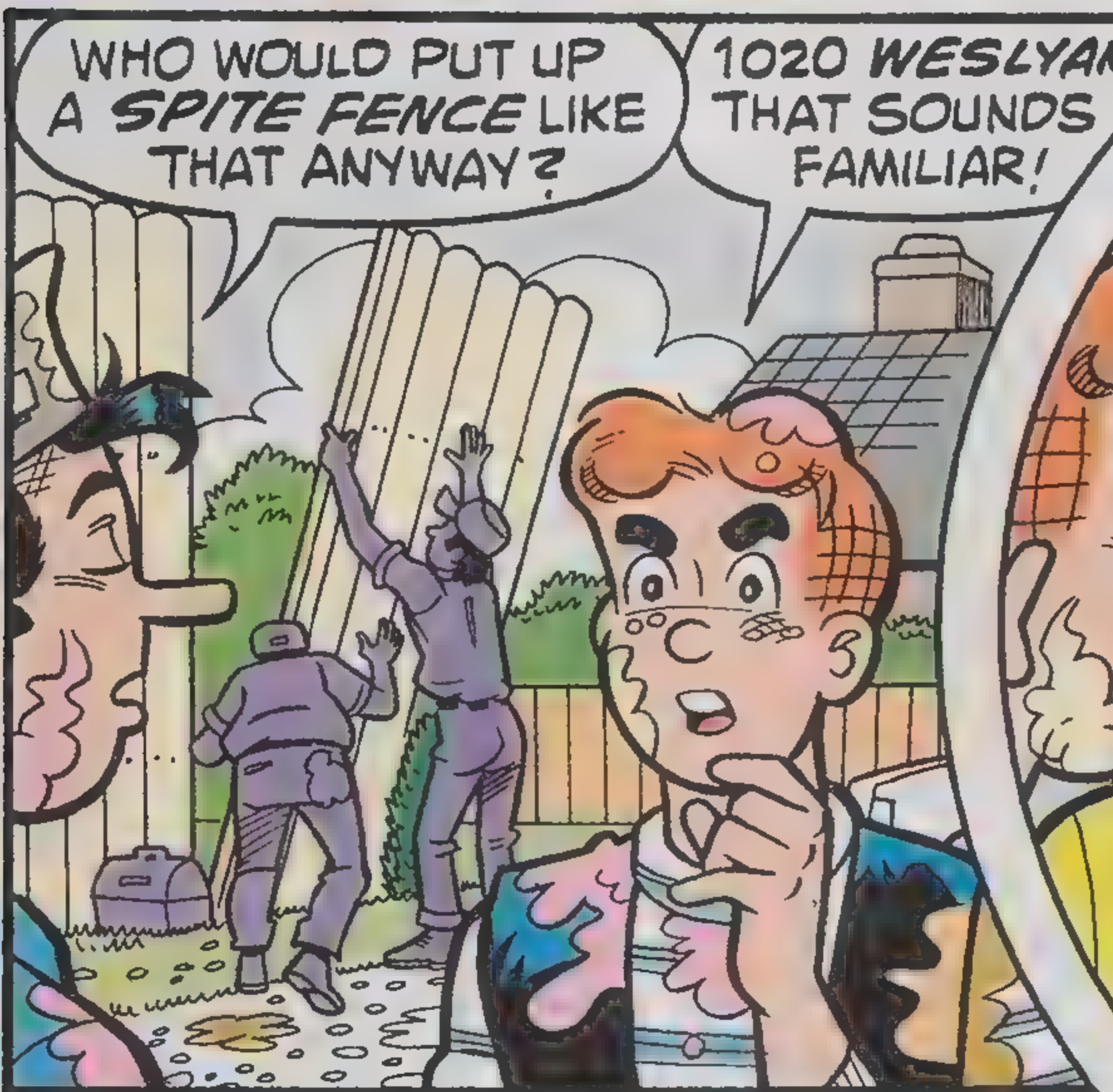
SO... I JUST CALLED *JIFFY FENCE!* THEY WERE SUPPOSED TO ERECT A FENCE AT *WESLYAN DRIVE*, NOT *WITTENBURG DRIVE!*

OOPS!



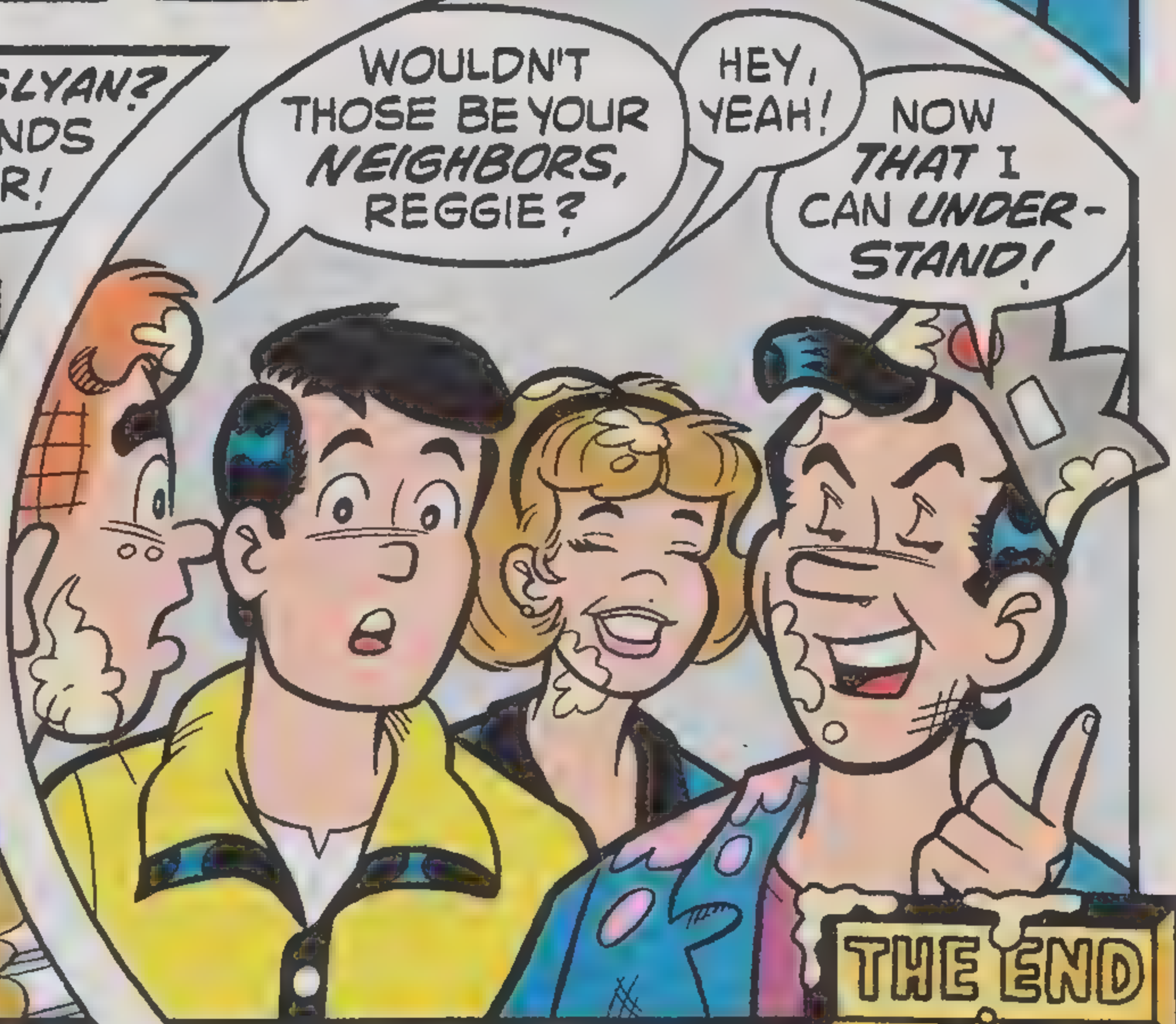
SORRY ABOUT THE *MISUNDERSTANDING*, JONES!

AND I'M SORRY I SNAPPED AT YOU, GOOGIE!



WHO WOULD PUT UP A *SPITE FENCE* LIKE THAT ANYWAY?

1020 *WESLYAN?* THAT SOUNDS FAMILIAR!

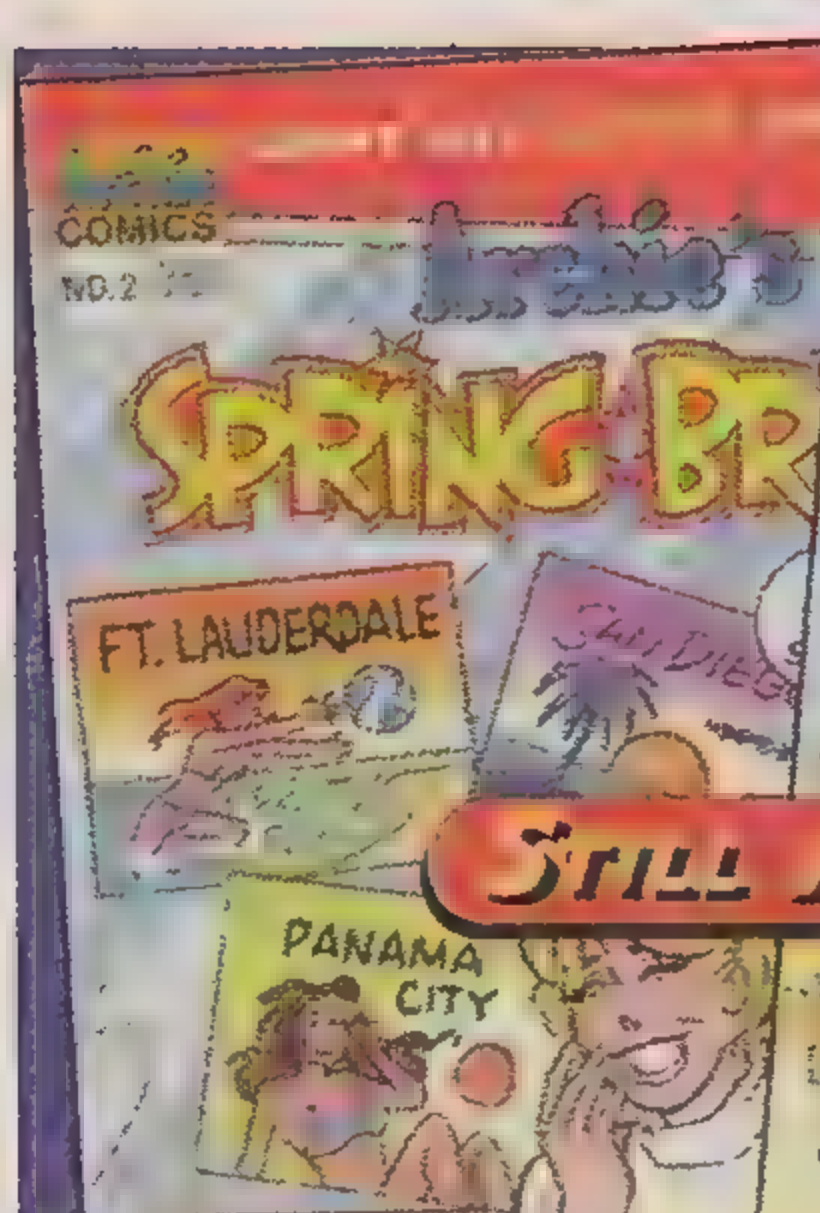
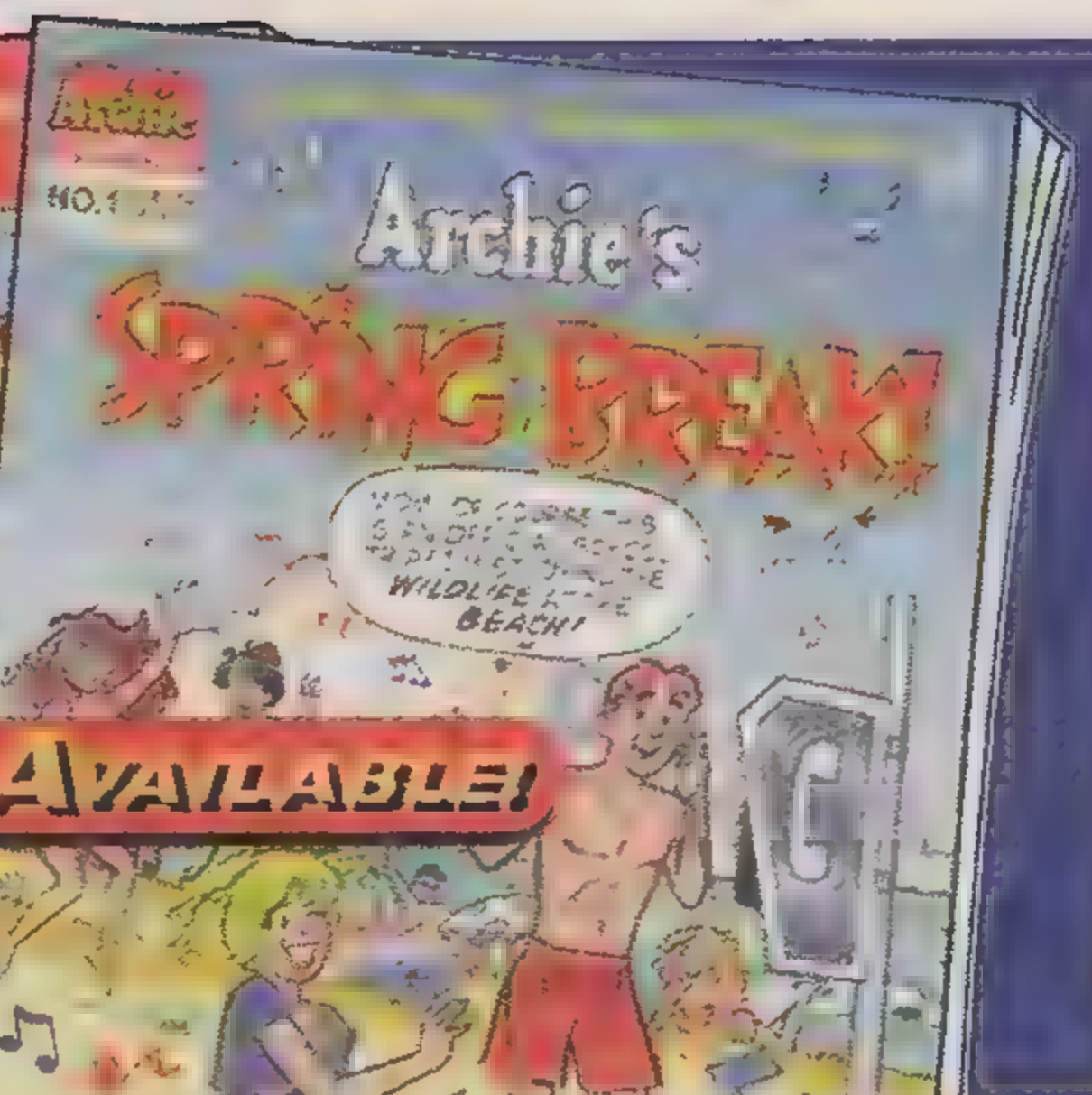


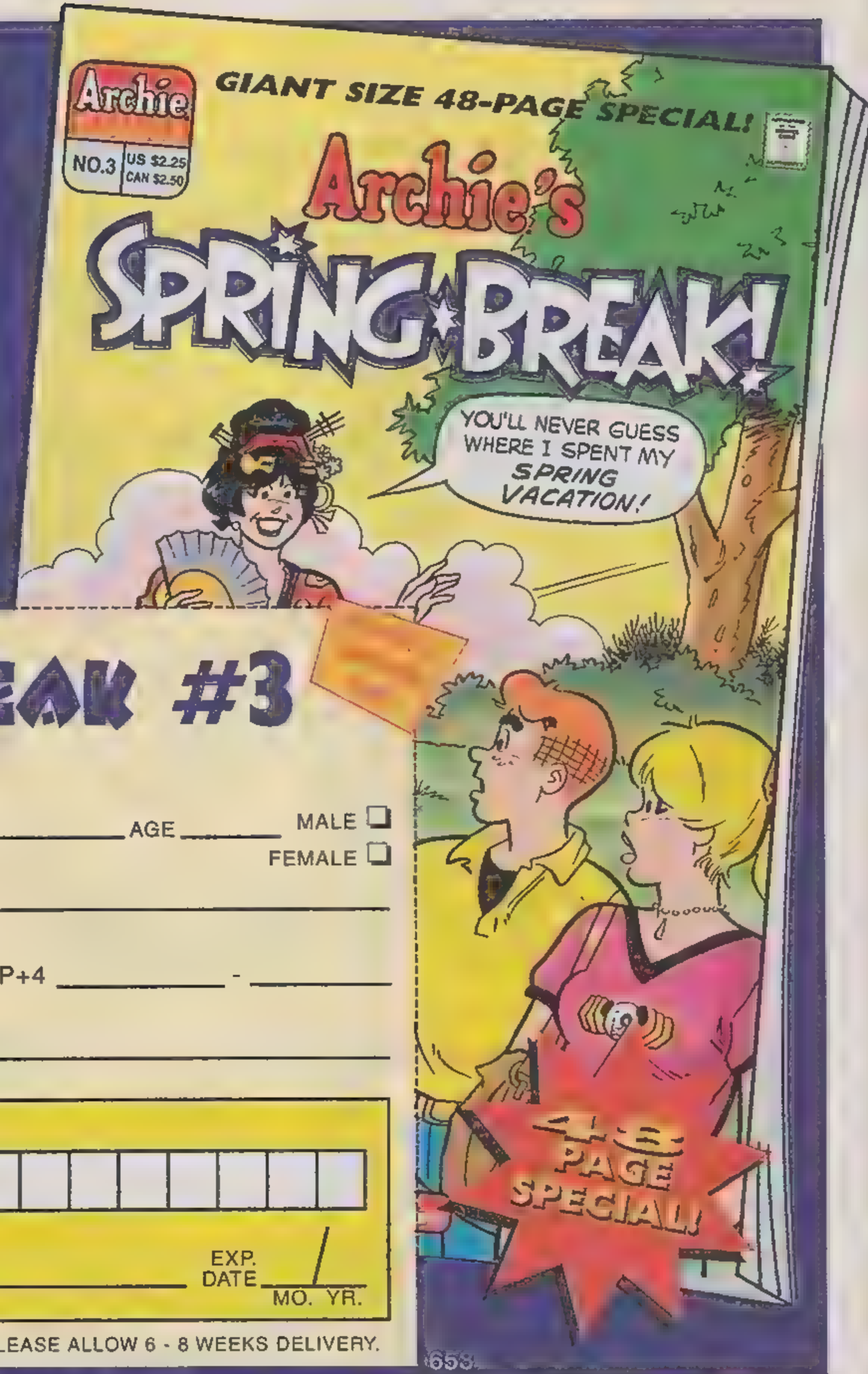
WOULDN'T THOSE BE YOUR *NEIGHBORS*, REGGIE?

HEY, YEAH!

NOW THAT I CAN UNDERSTAND!

THE END



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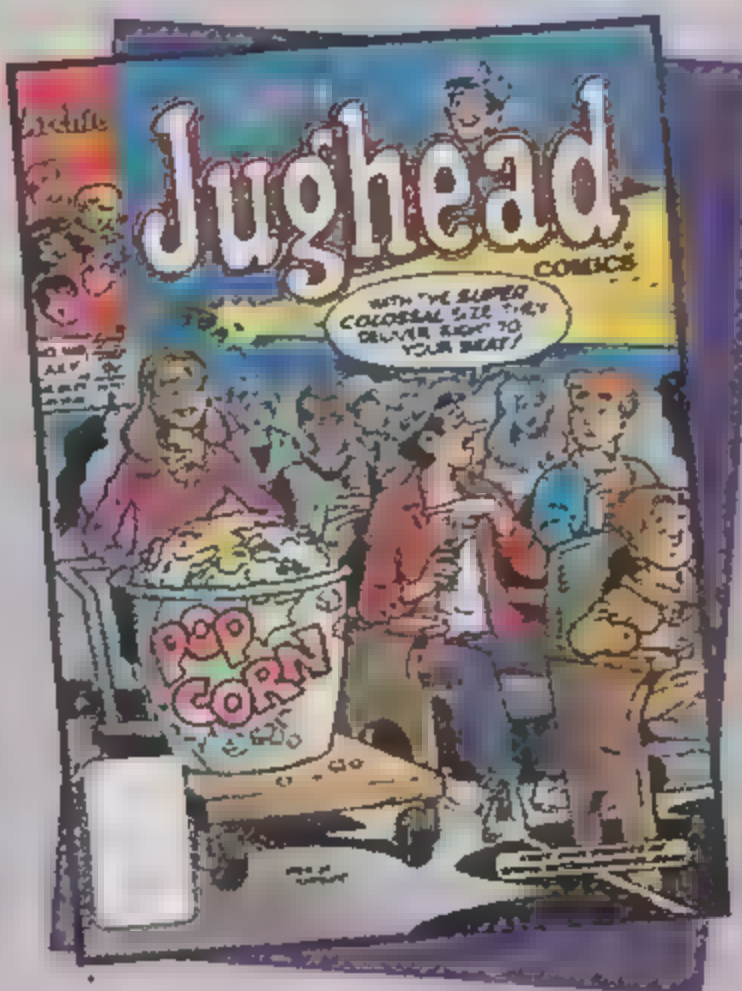
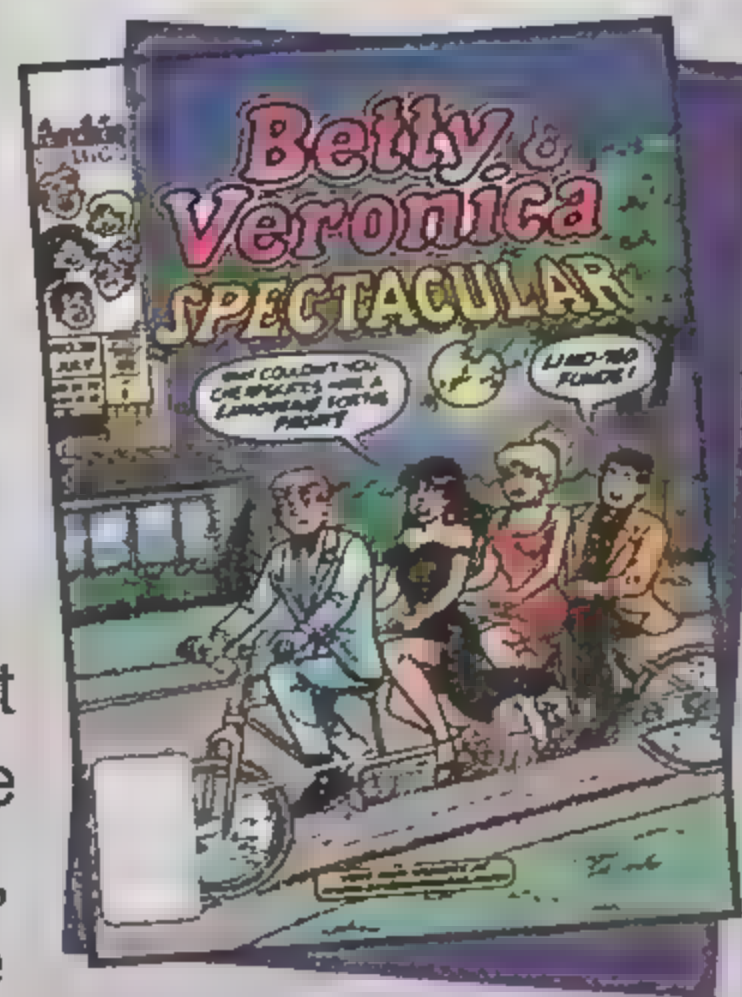
Dear Archie Readers,

You may find this hard to believe, but in a recent issue of Betty & Veronica Spectacular, number 28 March to be exact, we goofed! The two-part story entitled "That's of Snow Account!" was actually written by Kathleen Webb and not Dan Parent. While Dan is a talented writer and artist, credit must be given where credit is due. My apologies to Kathleen. For all you readers who own a copy of this book, let's keep the record straight. Cross out Dan Parent's name for writing and insert Kathleen Webb's. If you don't own a copy, you missed out on a great story.

Since we've been on the subject of Betty & Veronica Spectacular, let's talk about issue number 30 July (on sale in May). It's prom time at Riverdale High. Archie needs a date, Betty wants Archie to take her to the prom, Veronica wants Archie, Cheryl Blossom wants Archie. See a problem here? Betty and Veronica may have to join forces in order to solve it. The plan?....simple, keep Archie away from Cheryl. I don't think so. How about you? Be sure to read "Prom Here to Eternity."

Ever have problems with your next-door neighbor? I think many of us had, at one time or another. Sometimes, we unknowingly create problems. Such is the case with Jughead Jones and his family. In a story called "Good Neighbors" a fence is put up between the Jones' property and their next-door neighbor's. Who put up this unsightly barrier dividing these land owners? The plot thickens, the battle lines are drawn. What happens next? Don't miss JUGHEAD #106 JULY, on sale next month.

Send your letters to: Victor Gorelick, Editor
 Archie Comic Publications, Inc,
 P.O. Box 419, Mamaroneck, NY 10543-0419
 E-mail to vic@archiecomics.com



FORTUNE COOKIE FORTUNES DO COME TRUE!

EXPECT A KEY POSITION AT YOUR JOB...

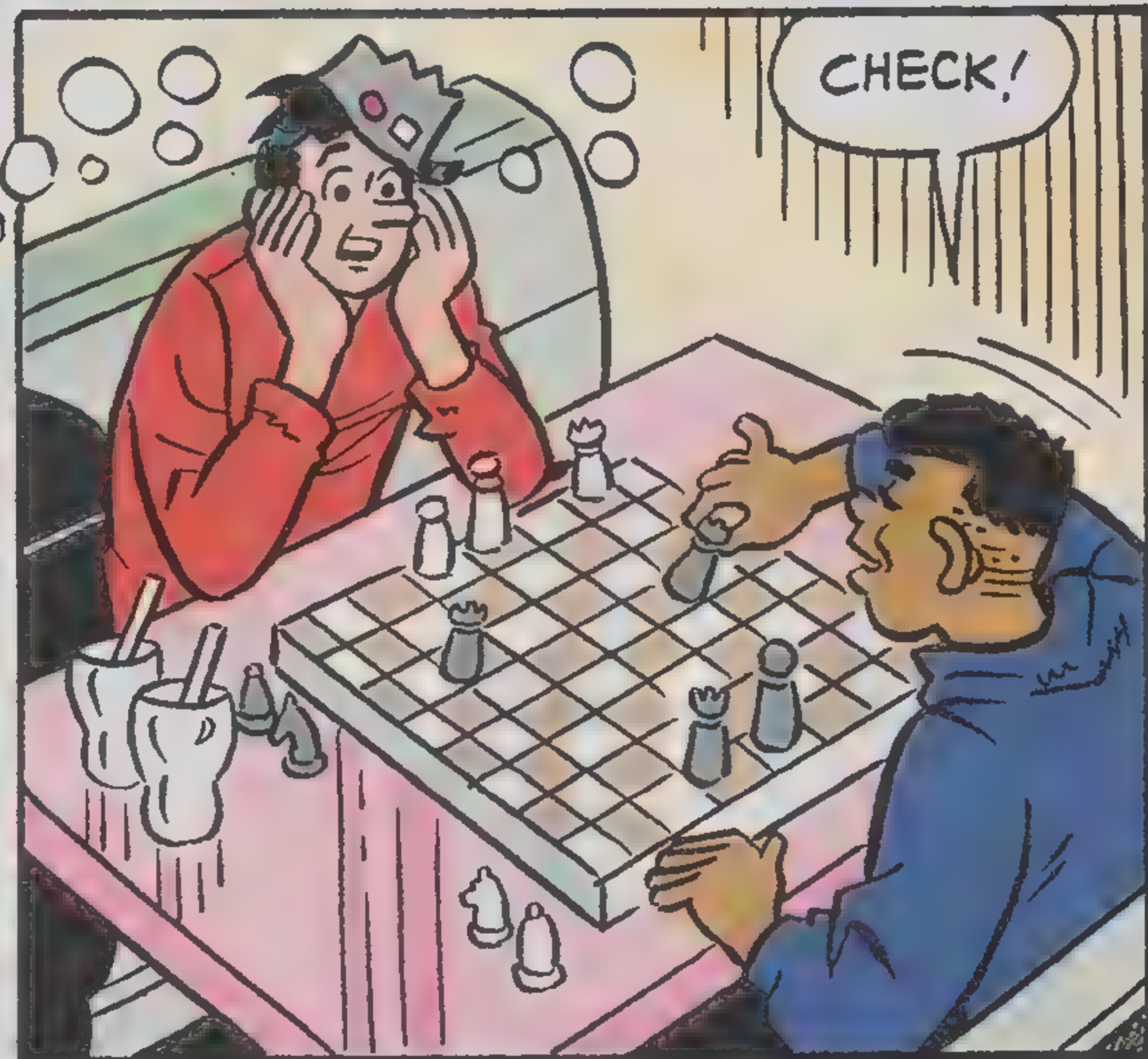


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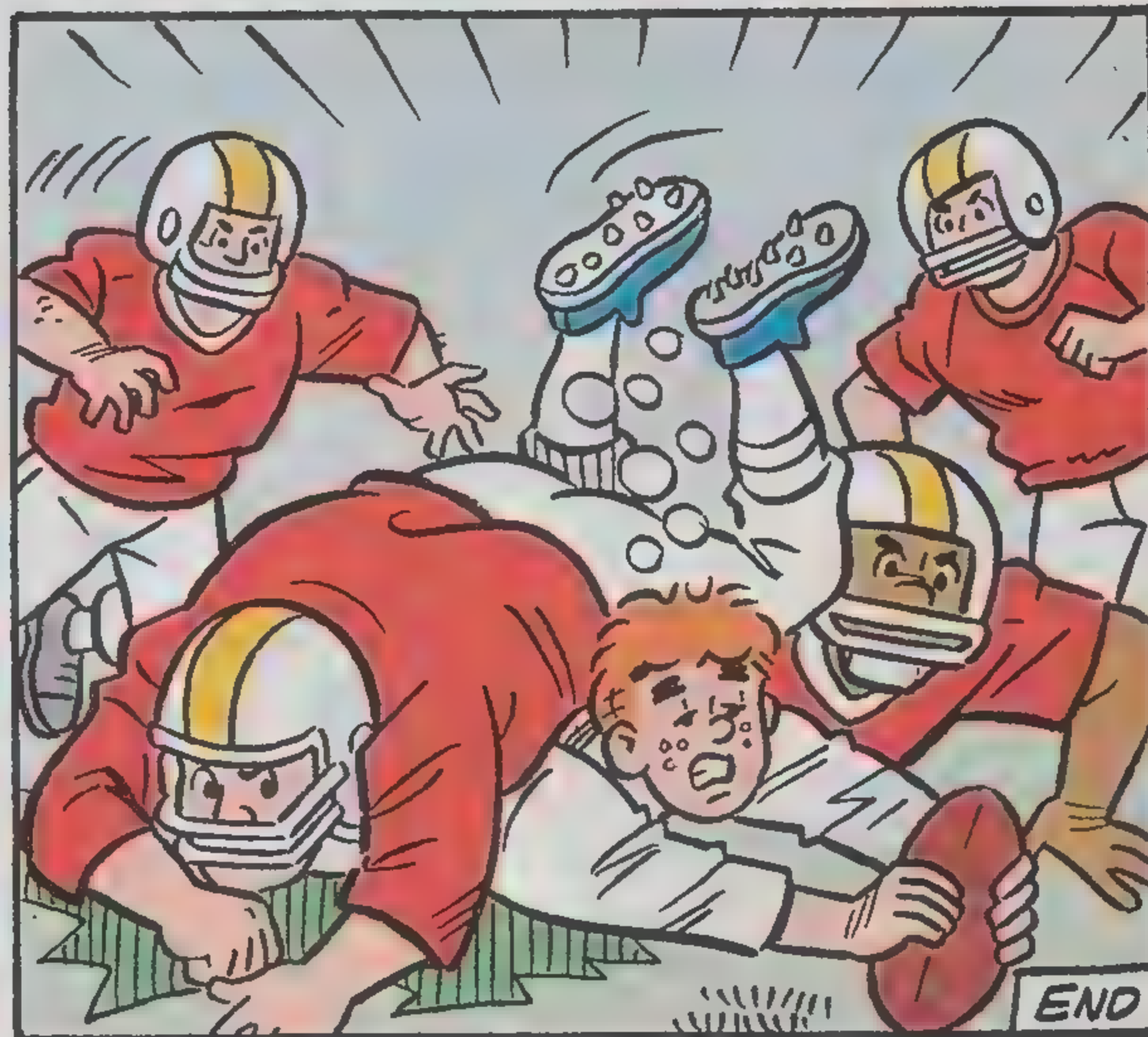
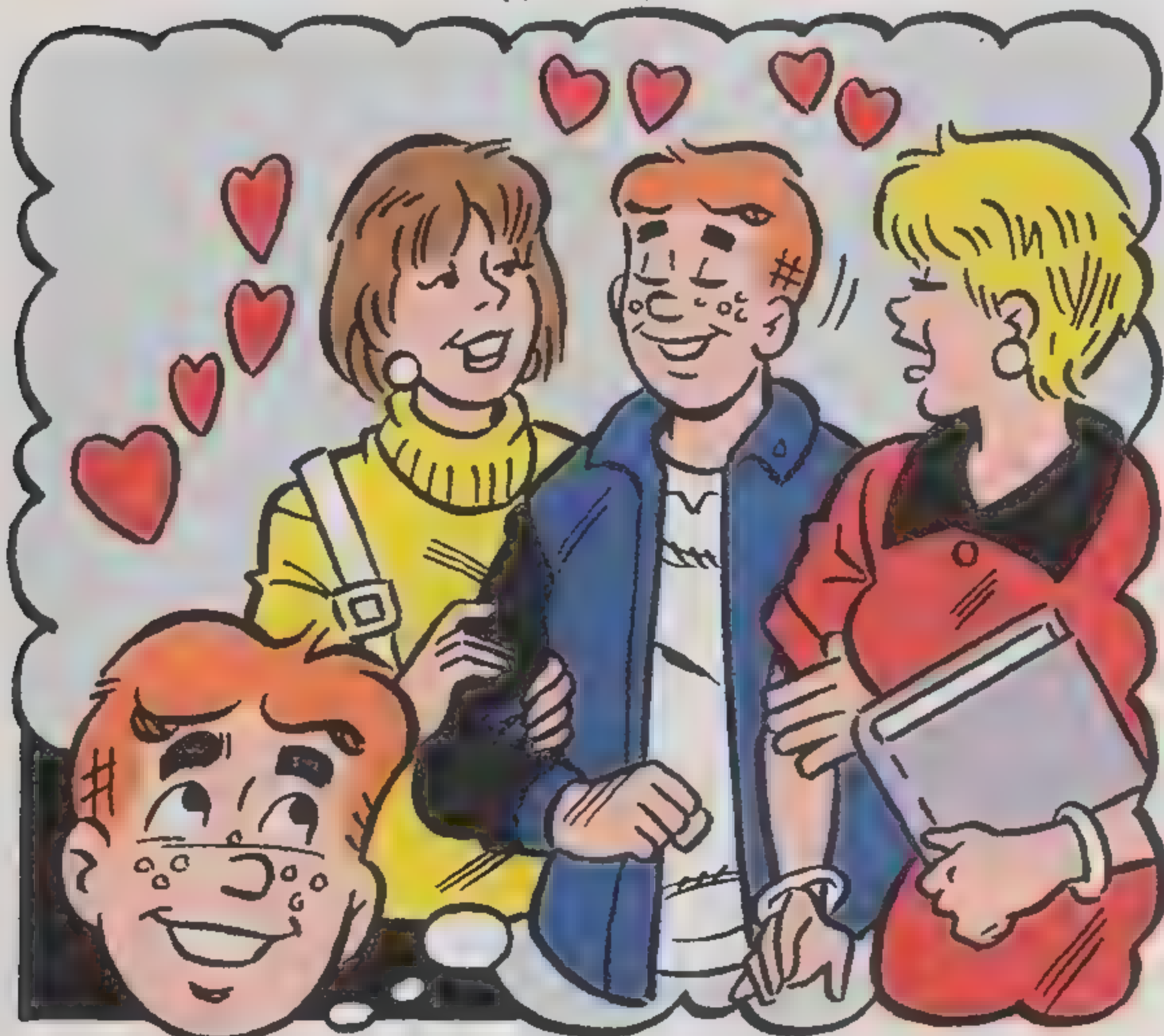
CLEANING
SUPPLIES



YOU'LL RECEIVE AN UNEXPECTED CHECK...



YOU WILL BE THE OBJECT OF MANY A
CRUSH THIS FALL...



GUESS WHY ALPHA-BITS[®] JUST GOT FROSTED?



We fell into a birthday cake?



Went mountain climbing in Tibet?



Took a cruise to Alaska?



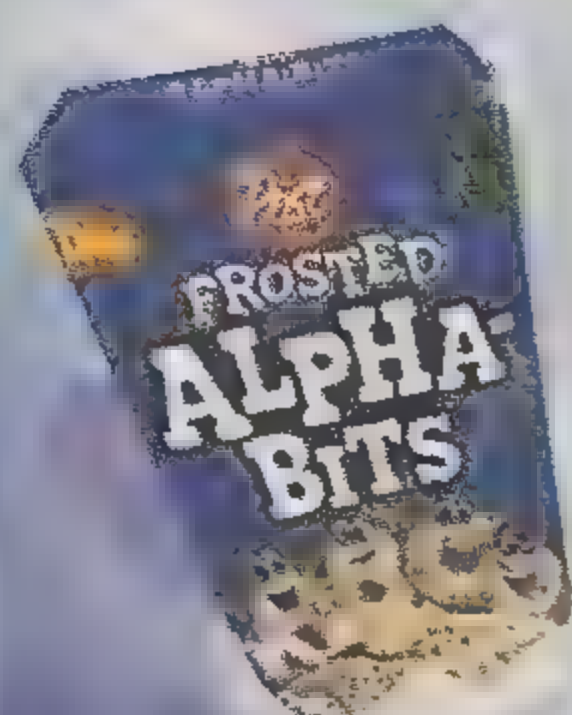
Somebody forgot to close the fridge door?



Polar bear licked us?



We just taste awesome, why else?!!



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and Marshmallow ALPHA-BITS[®] Cereal
with new lip-smackin' frosted letters.
Sweetest taste from A to Z!



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DON'T DO IT!

I'LL CONVINCE THE
PRINCIPAL TO GIVE HIM
A REPRIEVE!

**SCIENCE
LAB**

Jughead

in

**SCENTS AND
NONSENSE!**

DON'T BE A
CLOWN, ARCH! DILTON'S
JUST TAKING *READINGS*
FOR SOME SORT OF
SCIENTIFIC EXPERIMENT!

THANK YOU, JUGHEAD!
YOUR ASSISTANCE HAS
BEEN *INVALUABLE!*

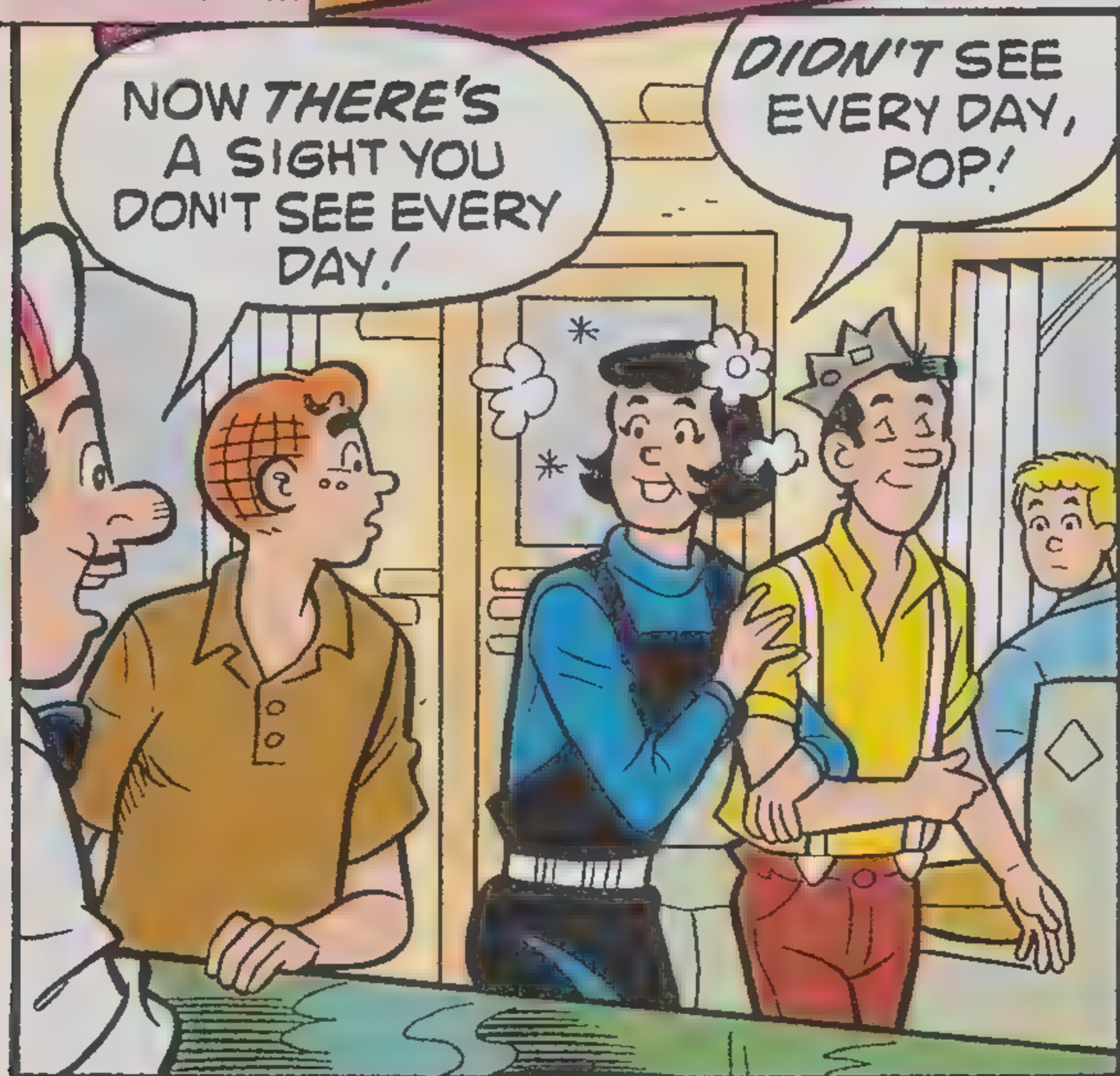
I'VE GOT
ALL THE
DATA I
NEED!

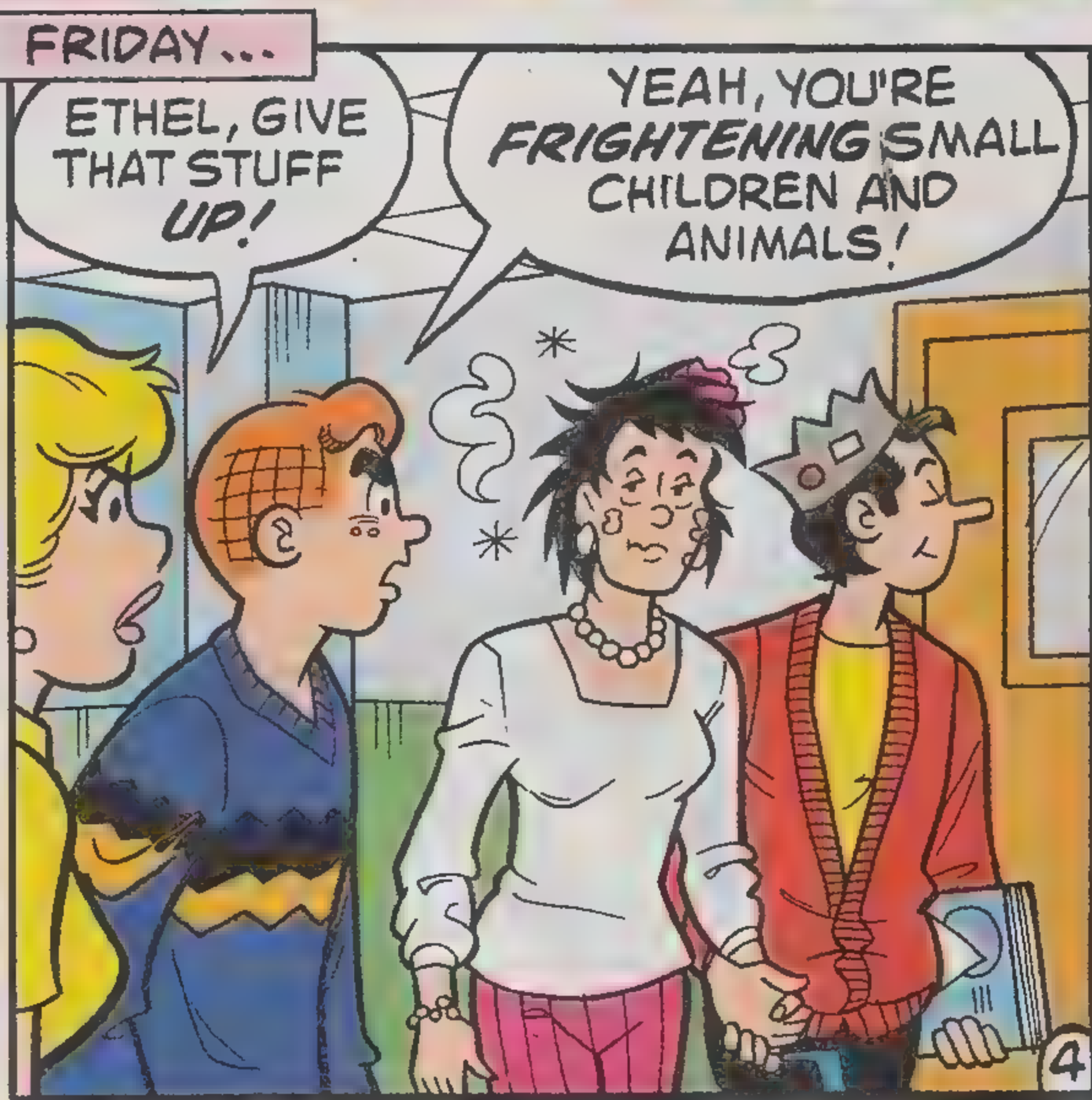
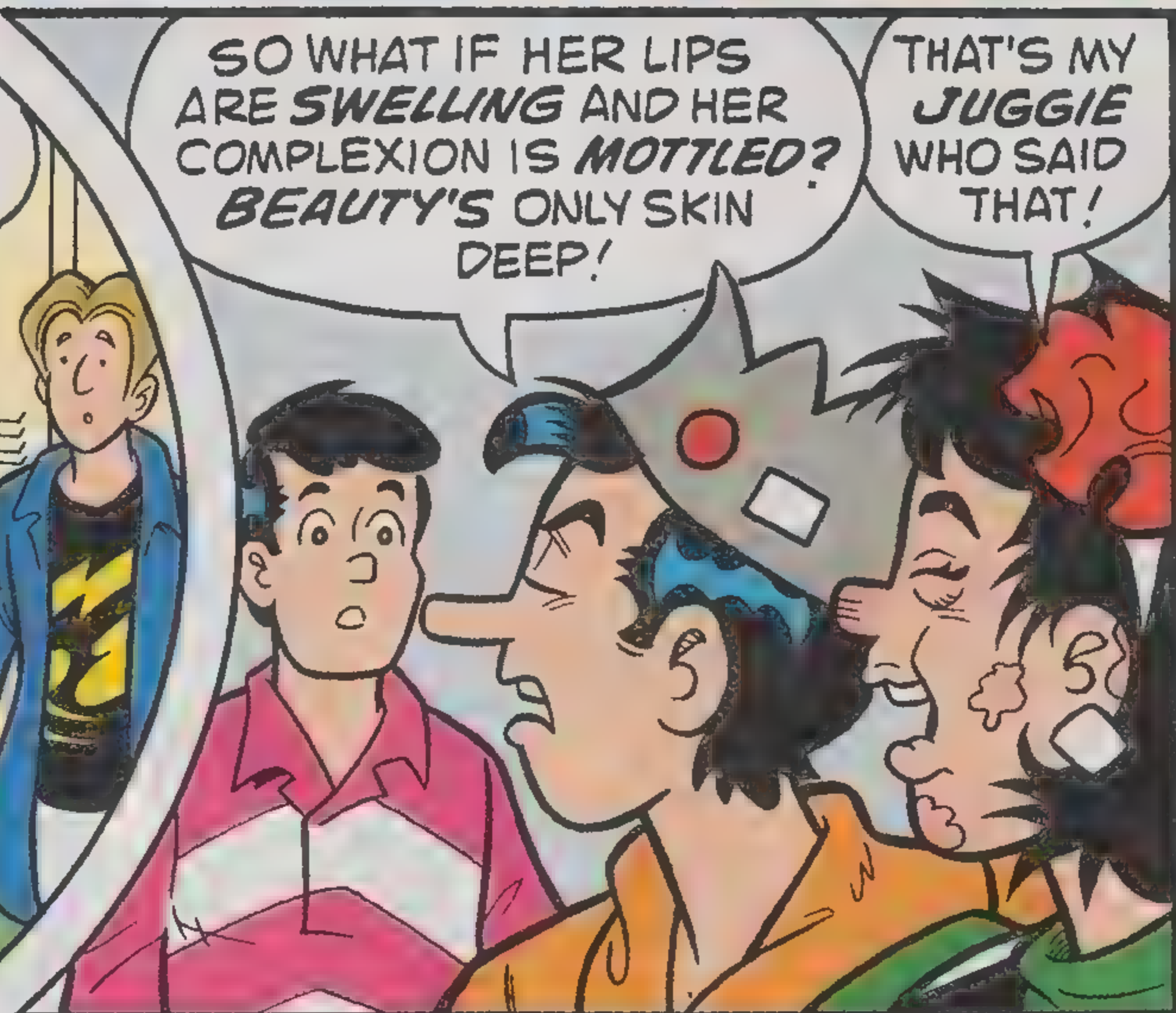


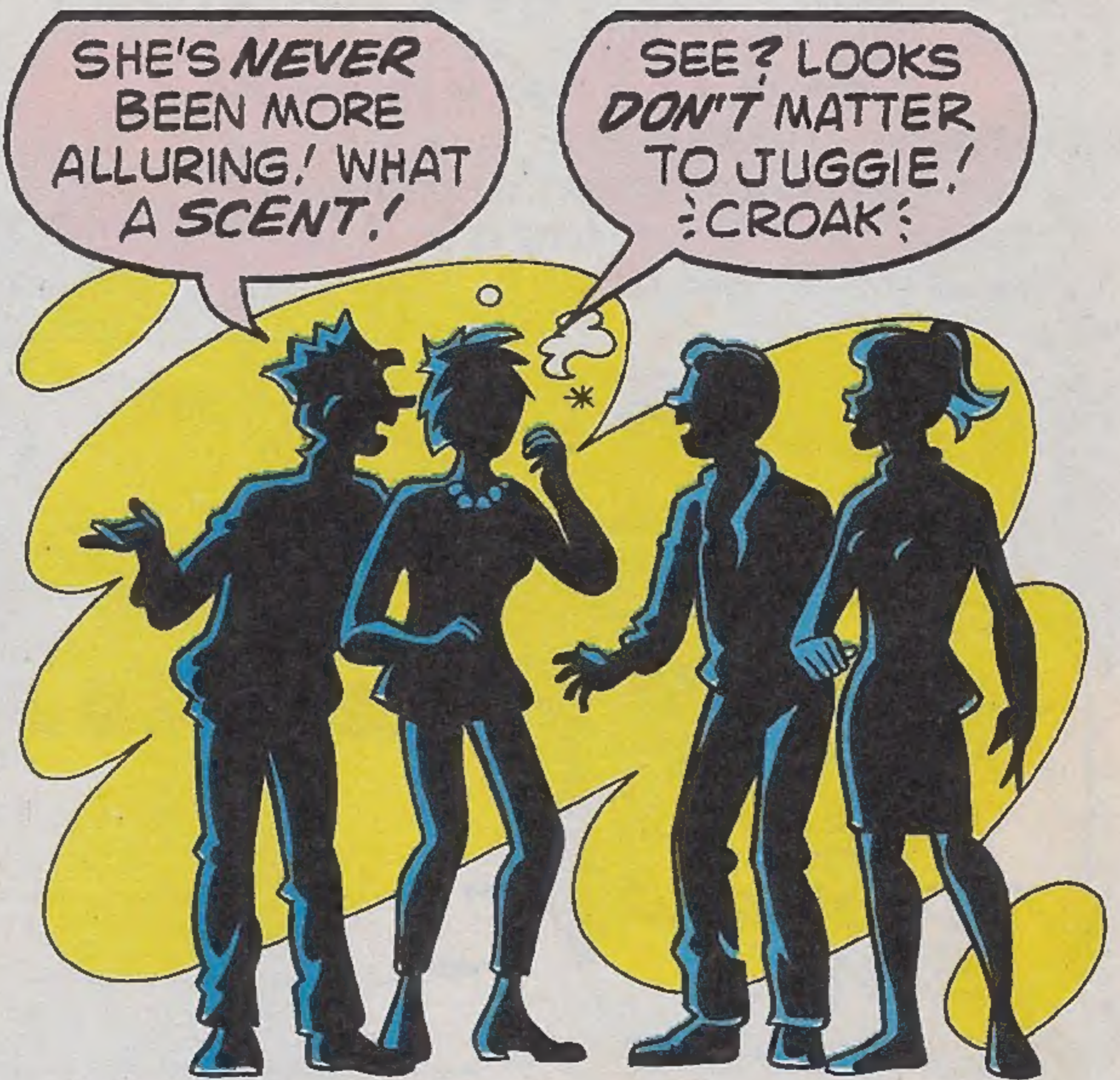




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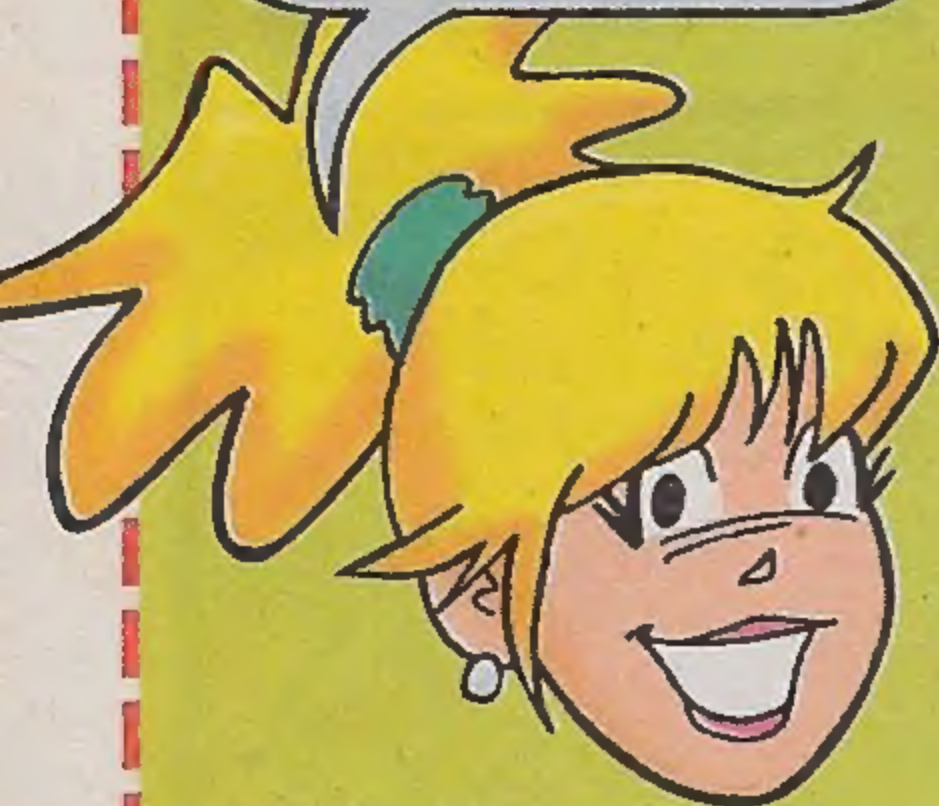
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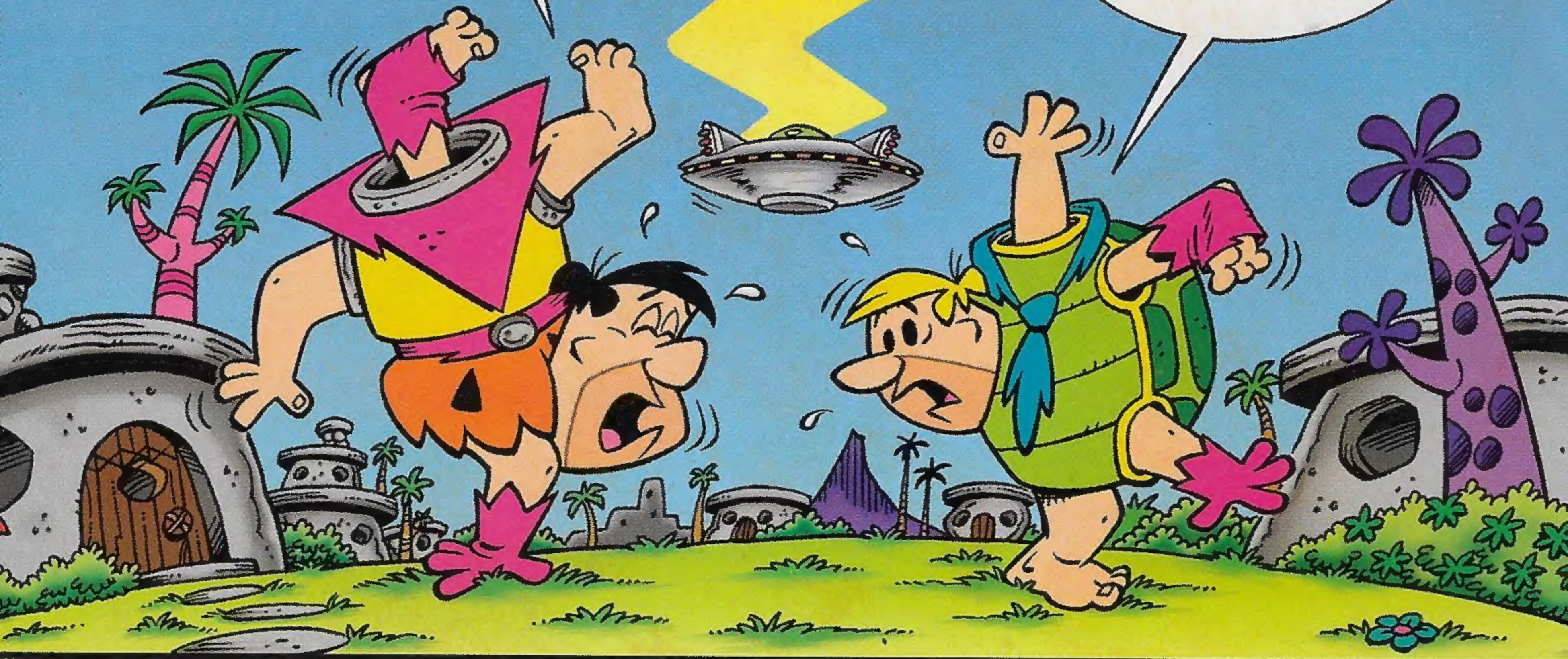
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